BRAND GUIDELINES

NOVEMBER 2014

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

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THE BRAND

One of the most important ways of expressing our brand is through our identity. It sums up what we stand for by reflecting our values and giving a feel for the quality and service that can be expected from Etihad Airways, both on the ground and in the air.

These brand guidelines explain the many different elements that make up our identity and describes how they work together.

Presenting a consistent image to the marketplace is important to build a powerful and successful brand.

It is absolutely essential, therefore, that these guidelines are followed at all times and applied correctly, no matter how big or small the task.

For further information and approvals please contact:
Sachin Chitale SChitale@etihad.ae

THE BRAND PLATFORM

TO BE THE BEST AIRLINE AND TRAVEL COMPANY IN THE WORLD

- Best in class
- Airline, Holidays, Cargo, DMCs, Retail
- Abu Dhabi 2030 Plan

TO DELIVER THE WORLD'S MOST REMARKABLE TRAVEL EXPERIENCES

Sets us apart from other airlines, forcing broader comparisons outside the category of aviation, from where Etihad can seek inspiration and rigorously benchmark its achievements

INSPIRED

We seek out and imaginatively source the best in the world; open-minded, looking outside the category, to be inspired by people and ideas that make a positive difference.

RESPECT

For every Guest. We treat every Guest as an individual.

GENEROSITY

5-star hospitality delivered with a spirit of generosity and luxury. As good hosts we are determined to make your journey special and to indulge you.

CAN-DO

The empowered, can-do attitude of Abu Dhabi: making things happen; ambitious but always considered.

The distinguishing features of the Etihad brand offering that make the airline unique - they can be divided into two types:

‘SIGNATURE MOMENTS’

Fame-generating experiences that Etihad delivers and no other airline provides in the same way

THE RESIDENCE
- The only three room suite in the sky
- Private space for up to two people,
- Featuring living room/ ensuite bathroom / double bedroom
- Personal butler, trained by the Savoy

FIRST CLASS
- Welcome reception, amuse bouche, pre-dessert, cafe gourmand and cognac service
- Spacious First Apartment with separate seat and bed (A380)
- Vanity Unit with lit mirror (A380)
- Chilled refreshments cabinet (A380787/)
- Fine dining prepared by Inflight Chef
- Same day morning newspaper

BUSINESS CLASS
- Dedicated Food & Beverage Manager

ECONOMY CLASS
- Unique ‘fixed wing’ headrest (A380/ 787)
- Cushion that converts to a neck pillow (ULH)
- Flying Nanny trained by Norland

‘OUTSTANDING AS STANDARD’

Enhancing products and services with extraordinary touches that sets Etihad apart from competitors

FIRST CLASS
- Turn down service with all natural mattress and bedding, pillow mist, slippers and loungewear
- Meals served on finest bone china with exquisite boutique wines and glassware

FIRST & BUSINESS CLASS
- Arrivals Lounge – only one in the UAE including buffet, shower facilities, pressing and shave facility
- Etihad Premium Lounge in AUH – complimentary Six Senses Spa, Style & Shave by Etihad Airways featuring barber, shoe shine, blow dry and nail bar

BUSINESS CLASS
- Fully flat-bed on all long haul flights
- Direct aisle access on wide-body aircraft

ECONOMY CLASS
- Café Service
- Choice of three main courses
- High quality noise-reduction headsets through magnetic headjacks
- Amenity kits with ‘Do not disturb’ eye mask
- Multi-purpose blanket bag/cabin tidy

FLAIR

A confident and imaginative touch in everything we do

GUEST ORIENTATED

An engaged 'Can't do enough for you' attitude

PROACTIVE

Always looking for better, taking action and leading the way

TRANSFORMING EXPECTATIONS OF AIR TRAVEL

- An ongoing guarantee to customers that reflects the totality of the Etihad experience
- Encourages loyalty – so good you'll want to come back
- We will only be satisfied if we deliver a travel experience that dramatically exceeds expectations

IT WAS THE RIGHT DECISION TO FLY ETIHAD.

I HAD A GREAT FLIGHT AND I HAVE SO MUCH TO TELL YOU...

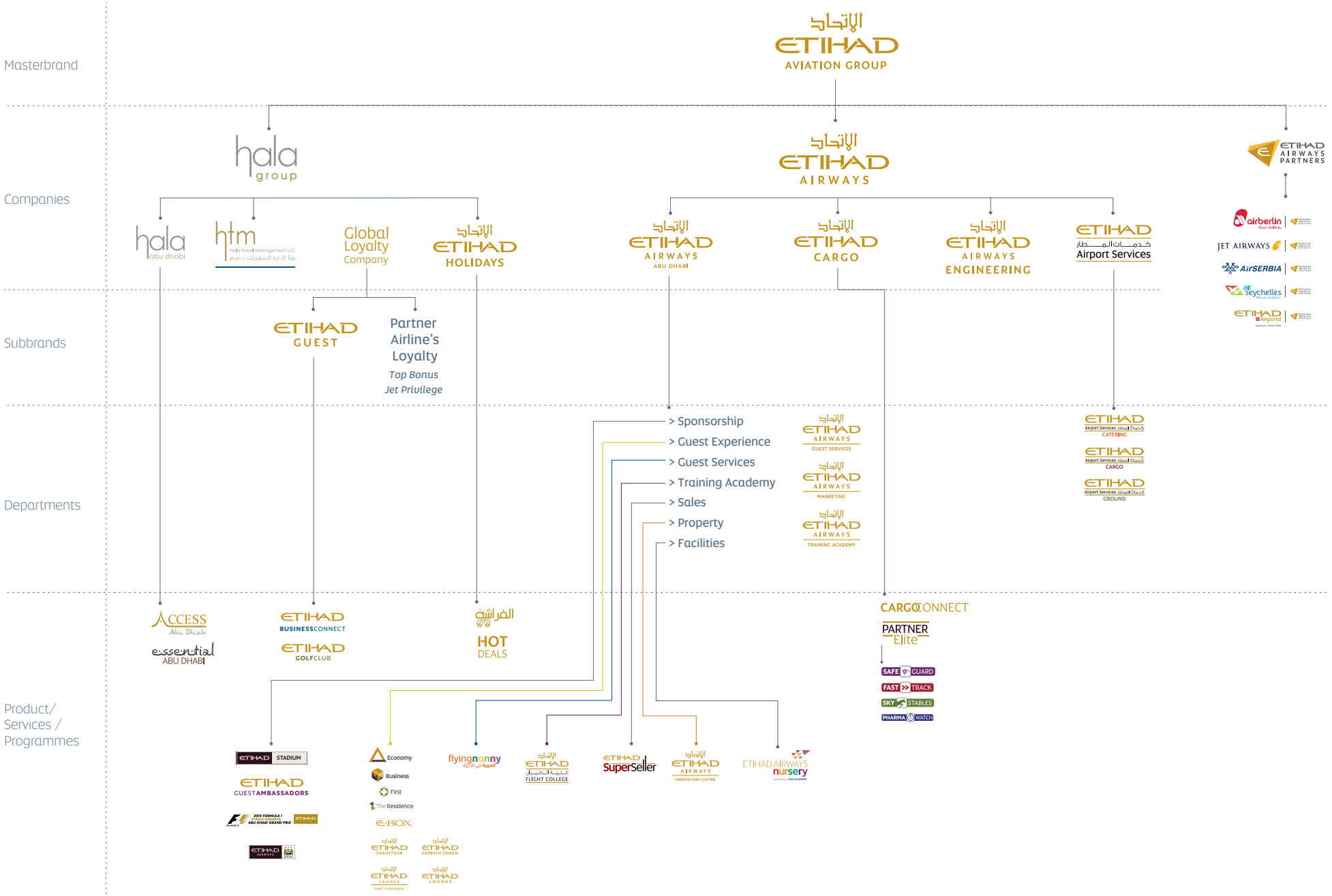
- Made to feel special
- 'My choice, well made', 'I'm in the know' – not part of the herd
- The gratification that comes from flying with the best (and knowing it)

Remarkable

From the way it treats passengers as guests, to being a pioneer across its entire business of innovations and improvements, Etihad Airways represents a significant advance in air travel. Newsworthy – people will talk about Etihad Airways.

مـرمـوقـة

THE BRAND ARCHITECTURE


Masterbrand
Companies
Subbrands
Departments
Product/ Services / Programmes
ETIHAD AVIATION GROUP
hala group
ETIHAD AIRWAYS
ETIHAD AIRWAYS PARTNERS
hala abu dhabi
htm
Global Loyalty Company
ETIHAD HOLIDAYS
ETIHAD AIRWAYS ABU DHABI
ETIHAD CARGO
ETIHAD AIRWAYS ENGINEERING
ETIHAD Airport Services
airberlin
JET AIRWAYS
AirSERBIA
air seychelles
ETIHAD Regional
ETIHAD GUEST
Partner Airline's Loyalty
Top Bonus
Jet Privilege
> Sponsorship
> Guest Experience
> Guest Services
> Training Academy
> Sales
> Property
> Facilities
ETIHAD AIRWAYS GUEST SERVICES
ETIHAD AIRWAYS MARKETING
ETIHAD AIRWAYS TRAINING ACADEMY
ETIHAD Airport Services CATERING
ETIHAD Airport Services CARGO
ETIHAD Airport Services GROUND
ACCESS Abu Dhabi
essential ABU DHABI
ETIHAD BUSINESSCONNECT
ETIHAD GOLFCLUB
HOT DEALS
CARGOCONNECT
PARTNER Elite
SAFE GUARD
FAST TRACK
SKY STABLES
PHARMA WATCH
ETIHAD STADIUM
ETIHAD GUESTAMBASSADORS
2014 FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX
ETIHAD
Economy
Business
First
The Residence
E-BOX
ETIHAD CHAUFFEUR
ETIHAD EXPRESS COACH
ETIHAD LOUNGE
ETIHAD LOUNGE
flyingnanny
ETIHAD FLIGHT COLLEGE
ETIHAD SuperSeller
ETIHAD AIRWAYS INNOVATION CENTRE
ETIHAD AIRWAYS nursery

THE BRAND ELEMENTS

Etihad Airways Master Logotype

الإتحاد
ETIHAD
AIRWAYS

Corporate Typeface

Latin

Etihad Altis

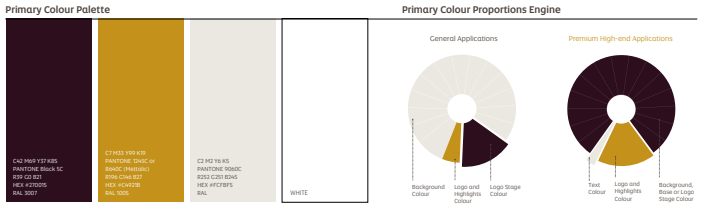
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arabic

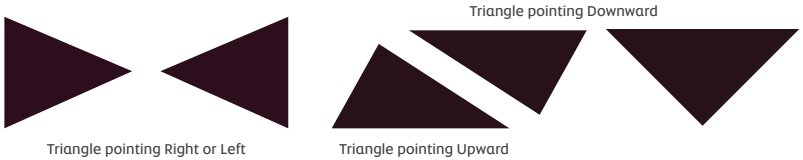
Din Next For Etihad

1234567890
ابَتثجحخدَ ذرزسشِصضطظعُغفقكّلمنهْوئية

Colour Palette



Logo Placement Facet



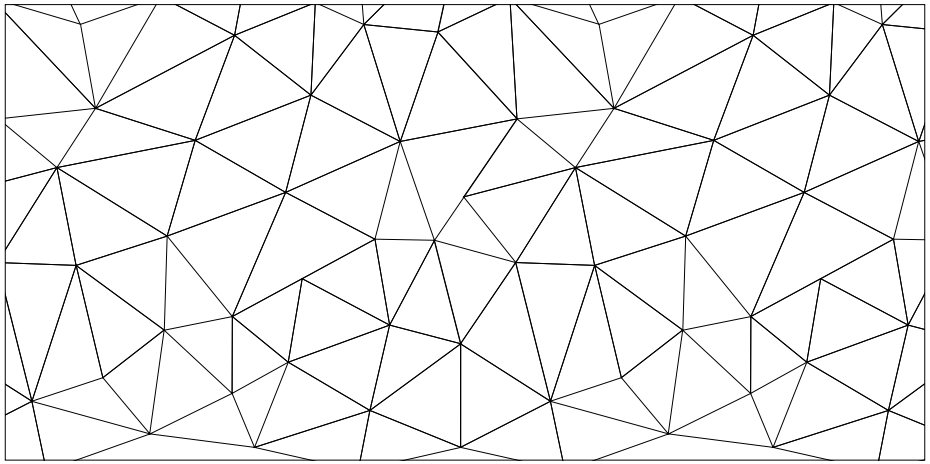
Golden Facet and Line

Etihad Airways Partner/s Logo

ETIHAD AIRWAYS PARTNER

ETIHAD AIRWAYS PARTNERS

'Facets of Abu Dhabi' Pattern



NOTE: Please read the following information carefully. The Etihad Logotype is subject to executional considerations that must be adhered to at all times.

Etihad Logotypes are the face of the Etihad brand and are the most important elements of the Visual Identity System. They play a central role in all applications. They must never be adjusted, modified or changed in any way.

Master Logotype

It should be used in applications such as:

- Airport environment branding
- Signage (indoor and outdoor)
- Sponsorship communications
- Co-branded communications - e.g. communications with partner airlines, tourist boards and agents
- All HR internal communication

Provenance Logotype

The Provenance Logotype combines the master Logotype with 'Abu Dhabi'.

It should be used in applications such as:

- Marketing Communications (ATL and BTL)
- Corporate Communications
- Stationery
- CEO events
- Conferences
- Exhibition stands
- Website/electronic direct mailers
- All HR external communications

In certain markets where Arabic and/or English are not the primary language, a modified Logotype will be created with the local language.

Displayed here are the Chinese, Korean, Japanese and Thai versions of the logo. As a rule, only the Arabic is replaced by the alternative language.

The 'Abu Dhabi' descriptor remains in English and the same rules apply on usage of the descriptor.

ANY LOGO VARIATIONS MUST BE APPROVED BY VISUAL COMMUNICATIONS.

Etihad Airways Master Logotype ARABIC

Etihad Airways Provenance Logotype ARABIC

Etihad Airways Master Logotype VARIOUS LANGUAGES

Chinese logo variation

Korean logo variation

Japanese logo variation

Thai logo variation

CMYK vs Pantone Logotype
The CMYK Logotype should be used in all applications with the exception of high-end exclusive collateral such as invitations or one colour applications such as corporate stationery. In these special cases, a metallic spot colour version (PANTONE 8640C) should be used.

Digital Logotype
It should be only used in a situation where the logo appears in an animated style in Flash Banners, TVC, video or film end frames with stroke light effect moving across the frame from left to right.

Black and White versions
In some cases (i.e. black and white newspapers), the colour version of the Logotypes cannot be printed. In such instances, the Logotype should be used in 100% black as shown.

PANTONE 8640C (Premium Applications)

الإتحاد
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AIRWAYS
ABU DHABI

CMYK: C-7 M-33 Y-99 K-19 for Print and
R-196 G-146 B-27 Static Digital Applications

الإتحاد
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AIRWAYS
ABU DHABI

Animated Digital Applications (With motion effect only)

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Black and White (Restrictive Applications)

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AIRWAYS
ABU DHABI

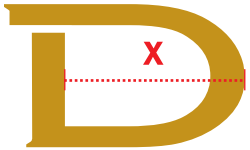
The usage of this Logotype, as above, is subject to approval from Visual Communications only.

Clear Space

The clear space area denotes the area around the Logotypes in which no other type, graphic or photographic elements may appear. The clear space does not affect background colour usage.

The X-RULE

A useful guide for all spatial proportions around the Etihad Logotype in Advertising and Collateral is the X-RULE – where 'X' is the measurement taken from the inside of the ETIHAD 'D', as shown below. If in doubt, use the X-RULE to check for consistency, examples of which you will see throughout this document.



Minimum size

In order to avoid loss of detail or legibility, the minimum size for the reproduction of the Logotypes on all applications must not be less than as indicated on the right.

Minimum Size

2 cm

Minimum Size

1.5 cm

Minimum Size

1.5 cm

Backgrounds

To ensure maximum visual impact of Etihad Logotypes, the backgrounds against which it can appear are restricted. The recommended version is the Pantone Black 5C background.

Photographic backgrounds should be used with maximum impact and according to the best art direction.

Should the Logotype appear on colours from the secondary palette, the Logotype should appear in white.

Logotypes should always remain as described.

Darker Solid Colour or Photographic Backgrounds

Lighter Backgrounds

Reversed Logo

Restrictive usage. Needs prior approval from Visual Communications.

Incorrect usage of Etihad Logotypes results in the dilution of its overall impact and communication.

It conveys the wrong image for the brand. Individual discretionary usage of Etihad Logotypes is not permitted.

The following are a series of application methods of Etihad Logotypes that are not permitted (same rule for both authorised Logotypes).

We must not use the below logos in any situation. These logos have been discontinued a few years back. If this exists on any medium, it has to be changed with immediate effect and inform Visual Communications directly.

DON'T
Change the spaces between the elements

DON'T
Resize the elements

DON'T
Stretch or extend the elements

DON'T
Distort the elements

DON'T
Apply any effects to the Logotypes

DON'T
Change the colour of the elements

DON'T
Cartridge the logo

DON'T
Use light photographic backgrounds

DON'T
Use busy photographic backgrounds

The 'Etihad Altis' font is a typeface specially created for Etihad Airways. The creators took inspiration from the Etihad wordmark.

The following versions of the typeface have been chosen for usage.

No substitution of these is acceptable.

Exceptions appear in the Etihad Inflight magazine and Aspire, where the fonts 'Walkway' and 'Swiss' are used. These are the only publications where other fonts are permitted.

Note: for all digital applications, a special web version of Etihad Altis is available. Wherever the Etihad Altis typeface is not an available option, 'Trebuchet MS' is the alternative typeface.

'Trebuchet MS' should be only be used if the Etihad Altis web typeface is not an available option in digital applications such as:

— Content management/driven systems where 'Etihad Altis' can not be supported.
— Third-party receivables, where the recipient does not have the font installed on their systems, e.g. PowerPoint presentations for third parties, Word documents, Excel sheets, etc.

Etihad Altis

Etihad Altis Thin
1234567890ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Thin Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Light
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Light Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Book
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Book Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Text
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ETIHAD ALTIS

Etihad Altis Text Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Medium
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Medium Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Bold
1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Bold Italic
1234567890ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Extra Bold
1234567890ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etihad Altis Extra Bold Italic
1234567890ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Arabic font for Etihad is
'DIN Next for ETIHAD'
and should be used within the Etihad brand.

The following three versions of the typeface have been chosen for usage.

No substitution of these is acceptable.

Please ensure that Arabic numerals are used as opposed to Hindi numerals.

Hindi numerals

~~١٢٣٤٥٦٧٨٩٠~~

Arabic numerals

1234567890

DIN Next for Etihad

دِن نكست

DIN Next for Etihad Light

1234567890

ابَتثجحخدَّذرزسشِسصسضسطظعُغفقْكلّمنْهوئية

DIN Next for Etihad Book

1234567890

ابَتثجحخدَّذرزسشِسصسضسطظعُغفقْكلّمنْهوئية

DIN Next for Etihad Medium

1234567890

ابَتثجحخدَّذرزسشِسصسضسطظعُغفقْكلّمنْهوئية

Primary Colour Palette

C42 M69 Y37 K85
PANTONE Black 5C
R39 G0 B21
HEX #270015
RAL

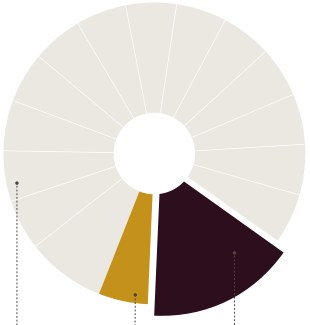
C7 M33 Y99 K19
PANTONE 1245C or
8640C (Mettalic)
R196 G146 B27
HEX #C4921B
RAL 1005

C2 M2 Y6 K5
PANTONE 9060C
R252 G251 B245
HEX #FCFBF5
RAL

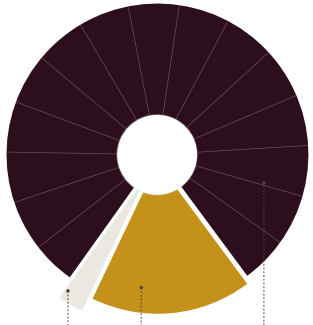
WHITE

Primary Colour Proportions Engine

General Applications



Premium High-end Applications



Secondary Colour Palette

Vibrant

C2 M18 Y100 K7
PANTONE 110C
R233 G191 B14
HEX #E9BF0E

C0 M73 Y100 K3
PANTONE 1595C
R234 G102 B32
HEX #EA6620

C16 M100 Y40 K46
PANTONE 208C
R128 G0 B63
HEX #80003F

C44 M95 Y7 K32
PANTONE 249C
R115 G28 B102
HEX #731C66

C100 M54 Y0 K19
PANTONE 2945C
R0 G91 B156
HEX #005B9C

C100 M0 Y33 K8
PANTONE 320C
R0 G159 B171
HEX #009EAB

C49 M10 Y89 K39
PANTONE 7491C
R93 G125 B52
HEX #5D7D34

C24 M31 Y35 K73
PANTONE 405C
R78 G68 B63
HEX #4E443F

Muted

C6 M14 Y35 K7
PANTONE 7502C
R221 G200 B161
HEX #DDC8A1

C6 M55 Y100 K9
PANTONE 145C
R213 G125 B32
HEX #D47D20

C23 M77 Y77 K72
PANTONE 477C
R81 G29 B14
HEX #501C0E

C15 M39 Y7 K22
PANTONE 5215C
R172 G134 B158
HEX #AC869E

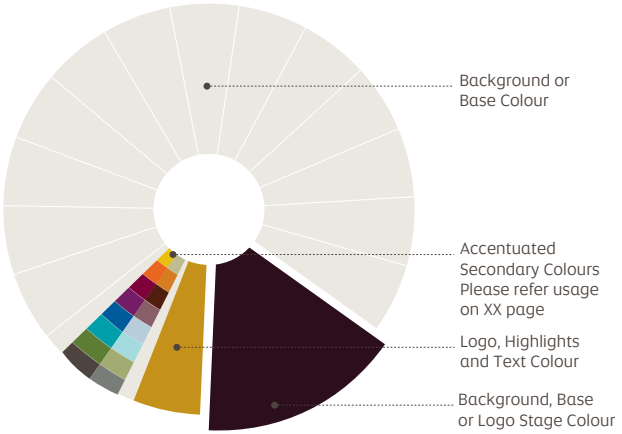
C21 M5 Y4 K8
PANTONE 5445C
R183 G205 B217
HEX #B7CDD9

C35 M0 Y13 K0
PANTONE 324C
R161 G218 B222
HEX #A1DADE

C26 M9 Y58 K19
PANTONE 5777C
R162 G172 B114
HEX #A2AC72

C25 M16 Y25 K45
PANTONE 415C
R120 G125 B119
HEX #777D77

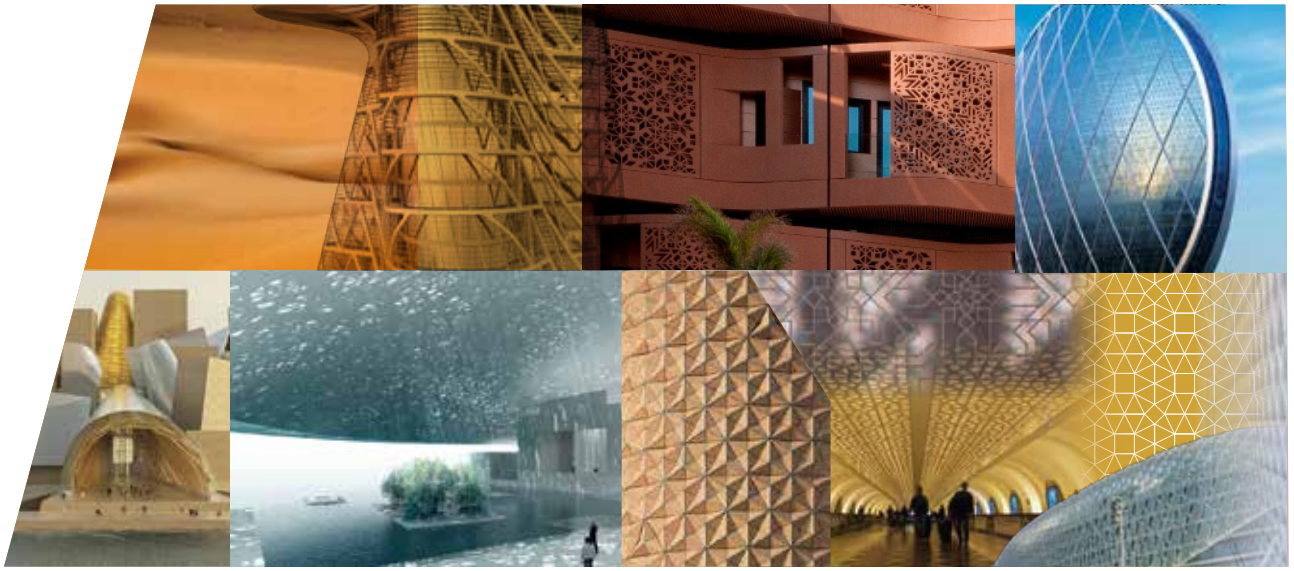
Primary Colour Proportions Engine


Background or Base Colour
Accentuated Secondary Colours Please refer usage on XX page
Logo, Highlights and Text Colour
Background, Base or Logo Stage Colour

Facets of Abu Dhabi

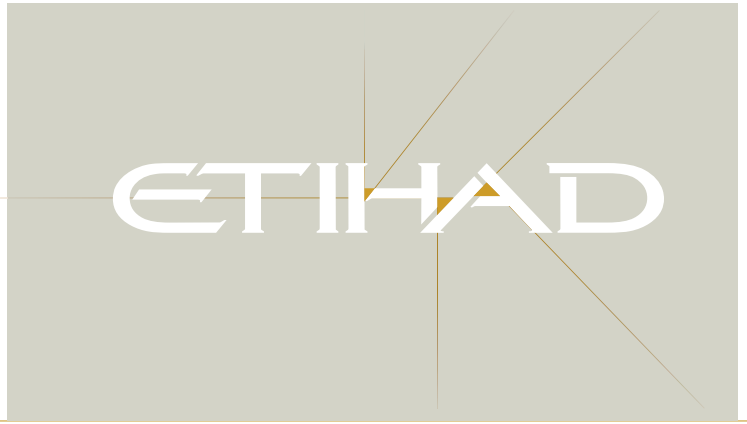
Inspiration

The concept, inspired by the culture, the geography and the innovation of Abu Dhabi brings together the shapes of the desert landscape, the elegant precision of Islamic design motifs and the geometric patterns inherent in the local architecture, whilst drawing on the powerful equities of the Etihad word mark itself.



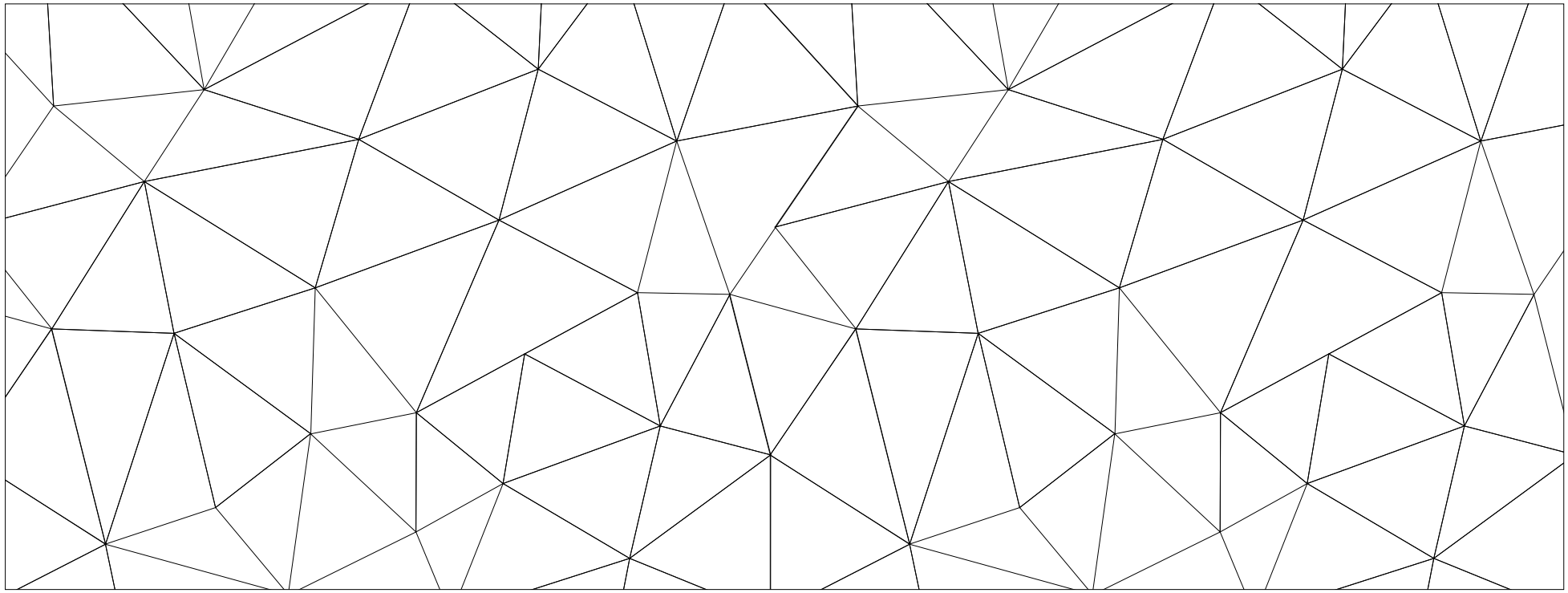
It has been designed to be a powerful evocation of one of the world's most remarkable 21st Century cities; a place with a rich tradition of hospitality, an eye for the best of global luxury and a boundless vision for the future. A place that we at Etihad are proud to call home – Abu Dhabi.

This triangular shape already exists in our Etihad word mark



Application

By connecting these facets across a whole canvas we create a backdrop design framework which we call the 'Facets of Abu Dhabi'.

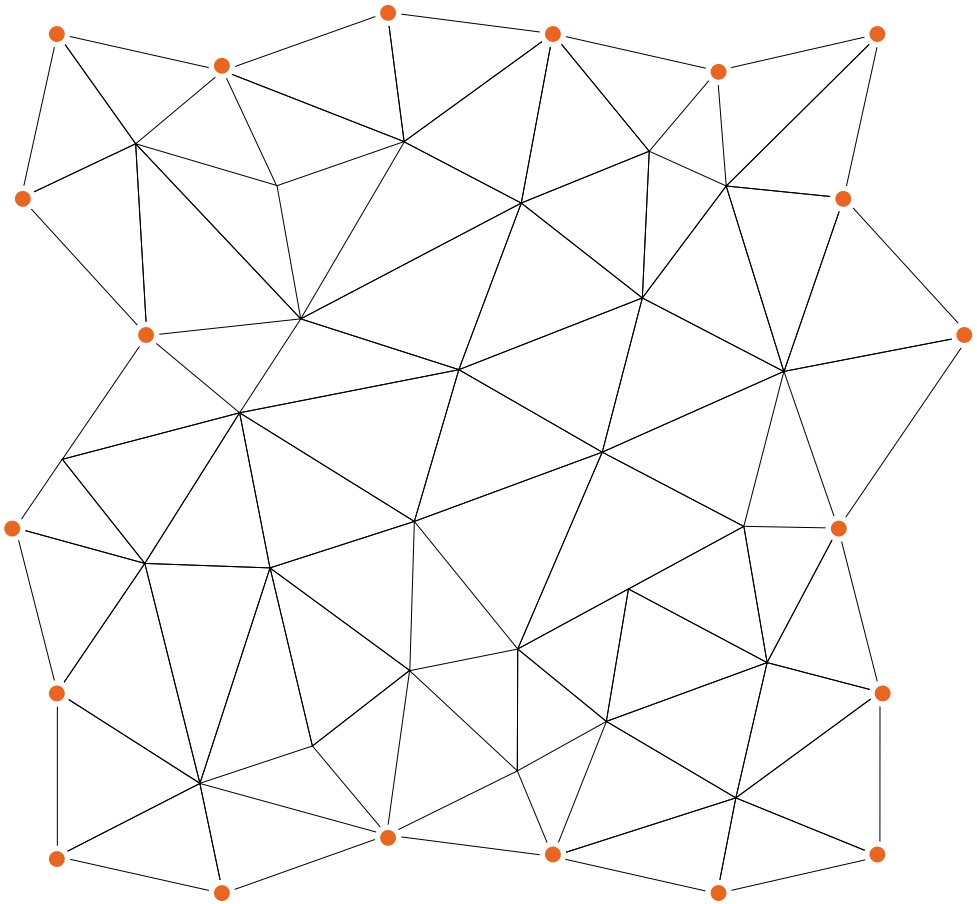


The Facets of Abu Dhabi design language is brought to striking effect in our Etihad Airways new aircraft exterior and interiors

Livery

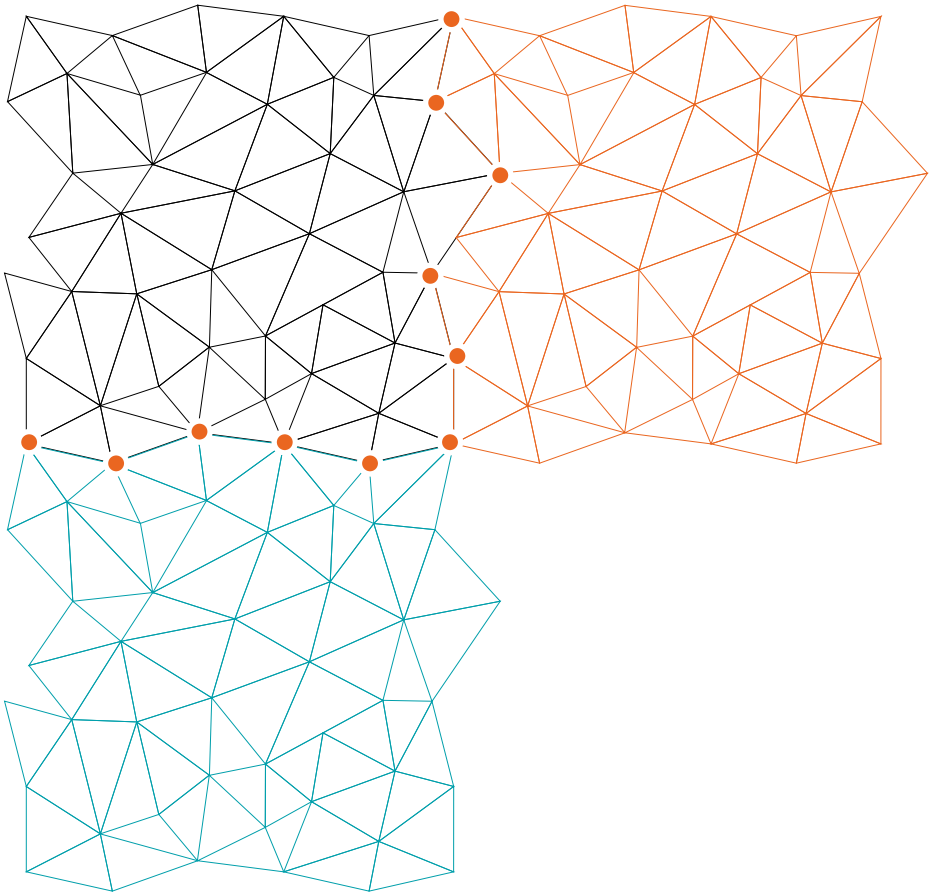
Pattern Grid

It is created from a connected linear construction - it is unbroken



Seamless Composite Canvas

Is created by connecting the pattern and repeating to create a larger canvas



Acceptable Colour Application

PLEASE NOTE: THIS IS NOT AN ACTUAL ARTWORK. IT'S ONLY A PROPOSED DESIGN DIRECTION AND SUBJECT TO APPROVAL

Full Graphic | **Close ups** | **Merged with the background**

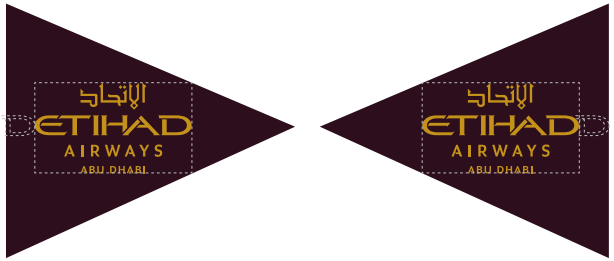
Light Colour Application

Only to be used in Single colour application, watermark design element

Dark Colour Application

Triangle pointing Right or Left for standard advertising formats

A4, A3, Square - Portrait or Landscape Advertisements, Posters, etc.



Triangle pointing Upward and Downward for Portrait D/L formats and event graphics

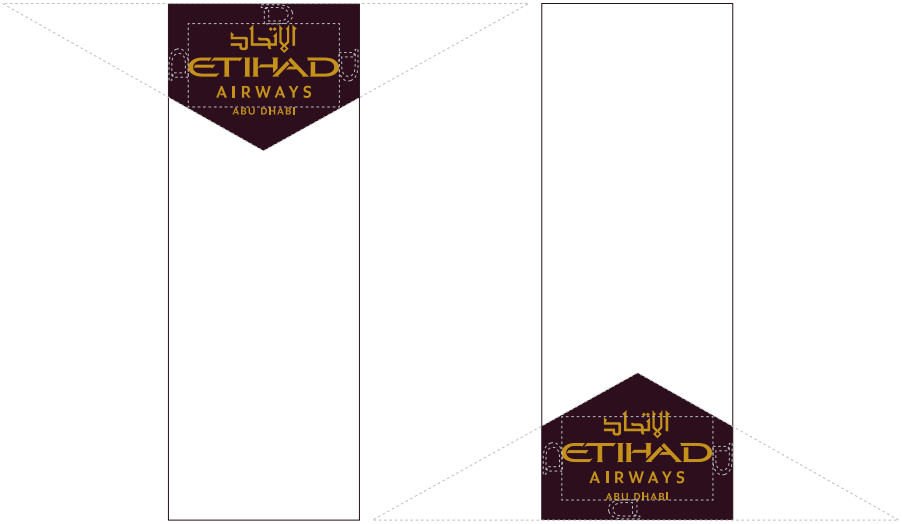
For DL Leaflets, Rollups, etc.

Masked Triangle pointing Left or right for Strip type Landscape formats

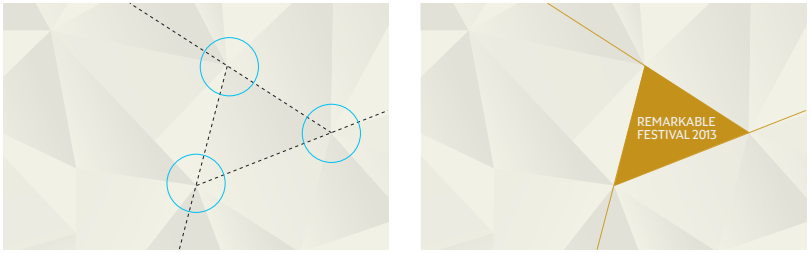
For Web Banners, Tactical Strip Ads, Signage, etc.

Masked Triangle pointing Upward and Downward for Strip type Portrait formats

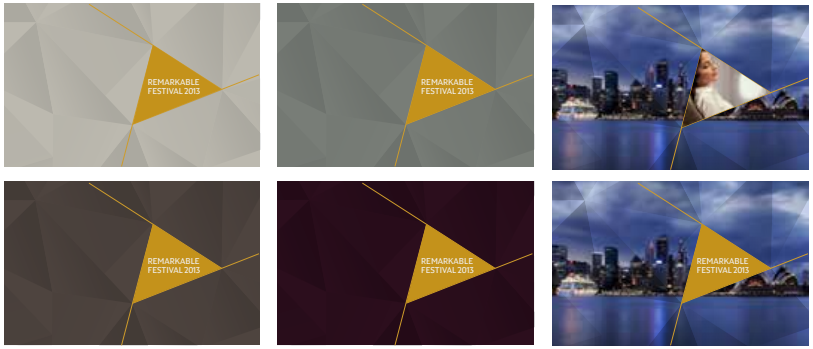
For Web Banners, Tactical Strip Ads, Signages, Lampposts, etc.



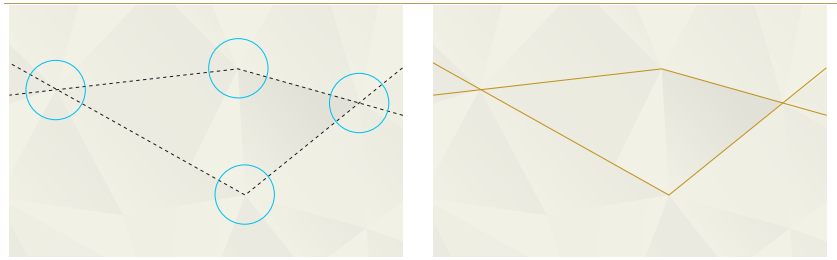
Golden Facets - uesd only when something is truely remarkable



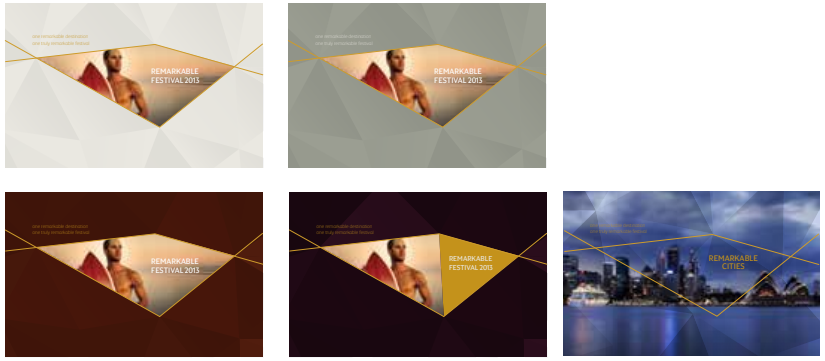
Note: the points of the golden facet align with the points on the background



Golden Line - used as a journey through visual content



Note: the points of the golden line align with the points on the background



Please Note:

The points of the golden facet align with the points on the background canvas

There can be multiple golden facets, all of which should represent remarkable moments

The below Cabin Class logos have been developed in-line with the new Facets of Abu Dhabi concept and the Etihad Airways livery design.

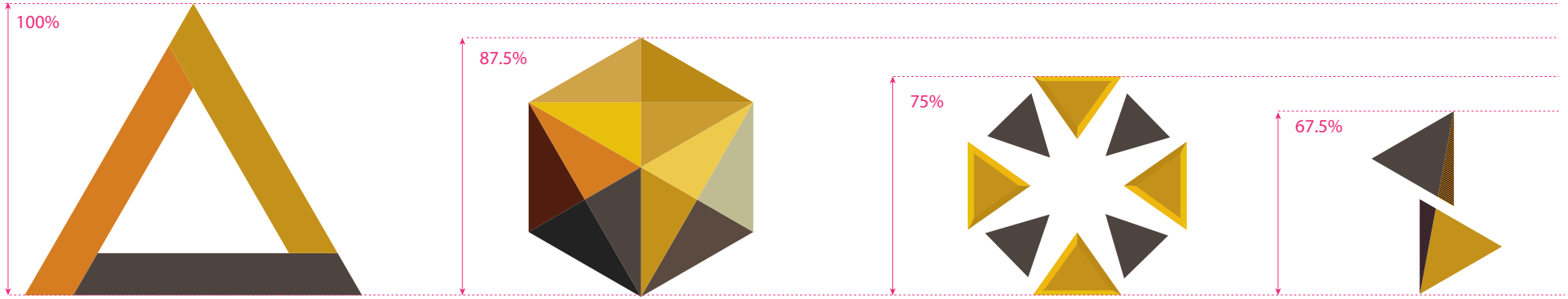
They need to be used/applied as per instructions given in this section. Any other usage requires prior approval from Visual Communications.

The relative sizing represents each class's exclusivity and is only applicable when all the logos are appearing together or on consecutive pages of any collaterals.

The typography should be applied as represented in this section for each type of Cabin class logos and can not be changed.

Please note: The terms: Coral, Pearl and Diamond and all related logos are no longer in use.

Cabin Class Logos and relative sizing



Economy Business First The Residence

Lockup Style 1

Lockup Style 2

Colour Applications

Logo on the Applications with Classified Economy Colour

Logo on the Applications with Dark Colour Background

Logo for Applications with Single Colour Production

Logo additions based on cabin feature

Lockup Style 1

Lockup Style 2

Colour Applications

Logo on the Applications with Classified Business Class Colour

Logo on the Applications with Dark Colour Background

Logo for Applications with Single Colour Production

Logo additions based on cabin feature

Lockup Style 1

Lockup Style 2

Colour Applications

Logo on the Applications with Classified Business Class Colour

Logo on the Applications with Dark Colour Background

Logo for Applications with Single Colour Production

Logo additions based on cabin feature

Lockup Style 1

Above style of the logo to be only used in marketing or sales colllaterals where it's featured with an image

Lockup Style 2

Above style of the logo to be only used on give-away or gift itmes or collaterals like baggage tag etc.

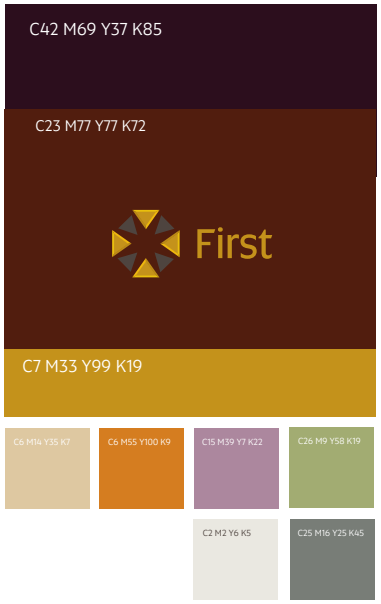
Colour Applications

Logo on the Applications with Classified Business Class Colour

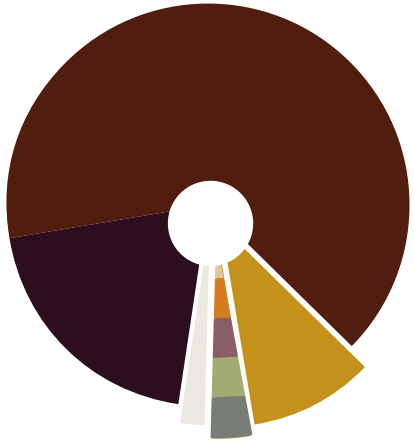
Logo on the Applications with Dark Colour Background

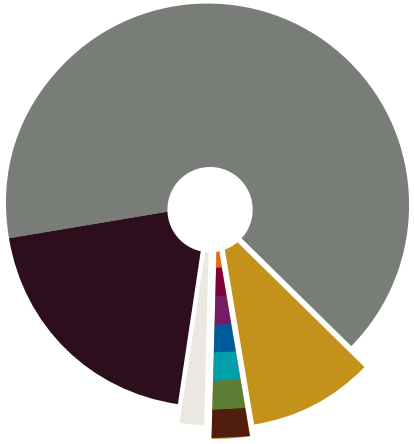
Logo for Applications with Single Colour Production

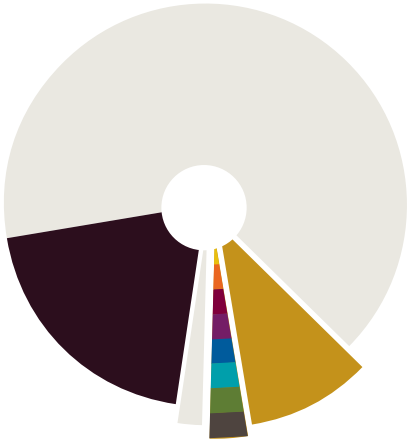
Cabin Class Colour Palette



Cabin Colour Proportions Engine







PLEASE NOTE:

The Etihad Airways Partner Logo needs to be included in all majour communication collaterals as per the templated shown on this guidelines.

There are seperate guidelines available for the application of Etihad Airways Partners branding with Etihad Visual Communications.

Proportion against Etihad Airways Logo

Etihad Airways Partner logo should be in 50% or less in width of Etihad Wordmark but not lesser than the minimum size indicated in the graphic.

The size will be based on the application and placement of Etihad Airways Partner Logo along with Etihad Airways Logo.

Master Logo

Singular Logo
(Single Partner airline communiations)

Plural Logo
(Joint communications with two or more airlines including Etihad Airways)

Clear Space

Minimum Size

20 mm/70 pixel

Preferred

15 mm/ 60 pixel

Exceptional/Restricted usage
(Usage needs approval)

6 mm

for usage below 20mm
(Usage needs approval)

COMMUNICATION APPLICATIONS

STATIONERY

Basic Elements and Design Principle Overview:

- ‘Etihad Airways Abu Dhabi’ Logo to be printed in Special Gold Pantone 8640C.
- No special shaped stage for Etihad Airways Logo.
- Add ‘Etihad Airways Partner’ Logo. Placement should be as indicated in the template.

Below are the design proposal for branding principles and notan actual artwork or template. For latest artworks & templates contact Etihad visual communications.

All Etihad Airways standard stationery should be printed as 4 colour offset printing.

On special edition stationery for premium usage like Welcome letters, Chiefs' stationery, except PCEO, Etihad Airways Logo can be printed in Special Mettalic Gold (Pantone 8640C)

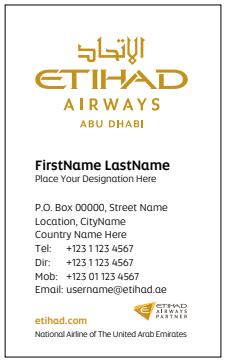
For PCEO Stationery, all gold elements like logo, weburl, etc. to be produced in gold foil.

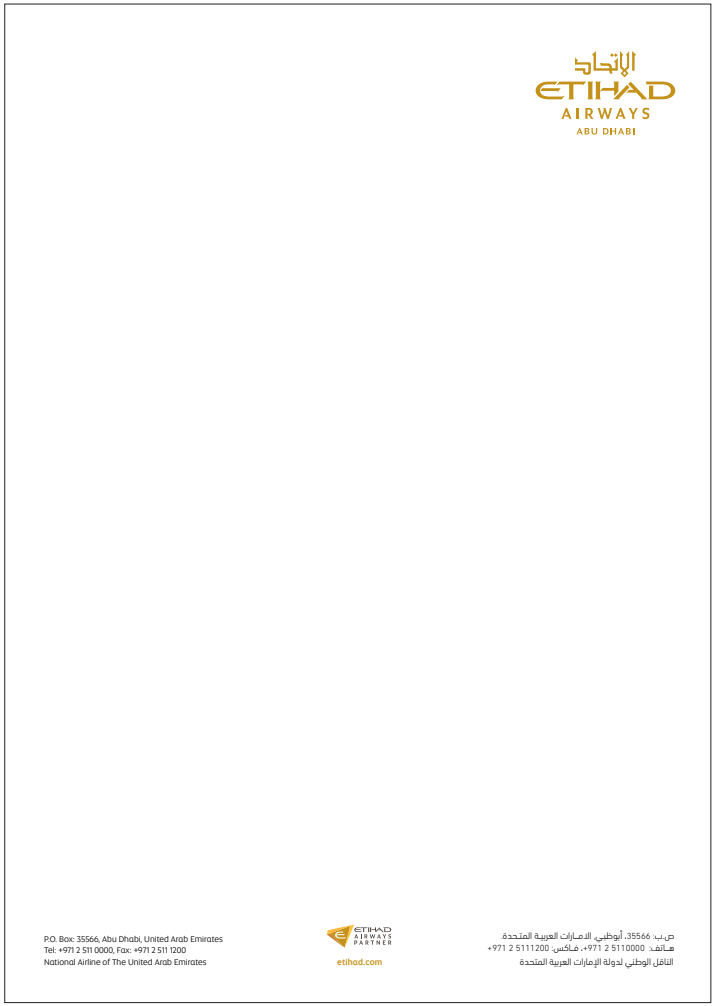
Etihad Airways Stationery to be must be printed using **Neenah Paper - CLASSIC CREST- Avalanche White Smooth** as per following Grammages (GSM)

Business Card: 352 gsm
Letterheads/Envelopes: 104 or 118 gsm

If above paper is not available with the supplier, **Conqueror CX-22 can be used as optional** with similar grammages.

مـــع جزيـــل الشـــكر
With Compliments
الإتحاد
ETIHAD
AIRWAYS
ABU DHABI
P.O. Box: 35566, Abu Dhabi, United Arab Emirates
Tel: +971 2 511 0000, Fax: +971 2 511 1200
National Airline of The United Arab Emirates
etihad.com
ص.ب: 35566، أبوظبي، الامـارات العربية المتحدة.
هـاتف: 5110000 2 971+، فـاكس: 5111200 2 971+
الناقل الوطني لدولة الإمارات العربية المتحدة




الإتحاد
ETIHAD
AIRWAYS
ABU DHABI
P.O. Box: 35566, Abu Dhabi, United Arab Emirates
Tel: +971 2 511 0000, Fax: +971 2 511 1200
National Airline of The United Arab Emirates
etihad.com
ص.ب: 35566، أبوظبي، الامـارات العربية المتحدة.
هـاتف: 5110000 2 971+، فـاكس: 5111200 2 971+
الناقل الوطني لدولة الإمارات العربية المتحدة

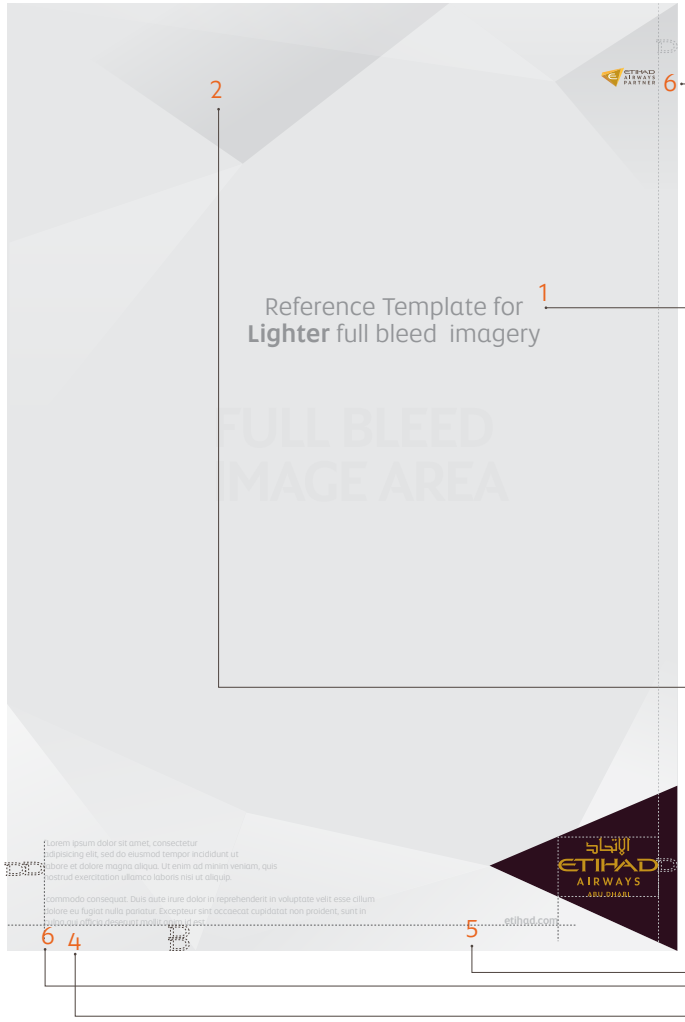
COMMUNICATION APPLICATIONS

ABOVE-THE-LINE (ATL)

Basic Elements and Design Principle Overview:

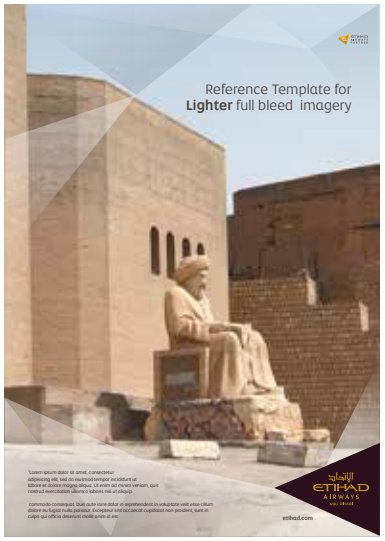
- ‘Etihad Airways Abu Dhabi’ Logo.
- ‘The Facets of Abu Dhabi’ is applicable to Hero Images only. To be used subtly on the top and bottom of the visual area, especially around the logo to support the Logo stage.
- Pantone 5C colour ‘Stage’ for Etihad Airways Logo – shape as indicated in the templates.
- Pre-formatted templates based on type of advertising.
- Add ‘Etihad Airways Partner’ Logo. The Placement should be as indicated in the template.

Portrait Template 1



Sample Applications

English

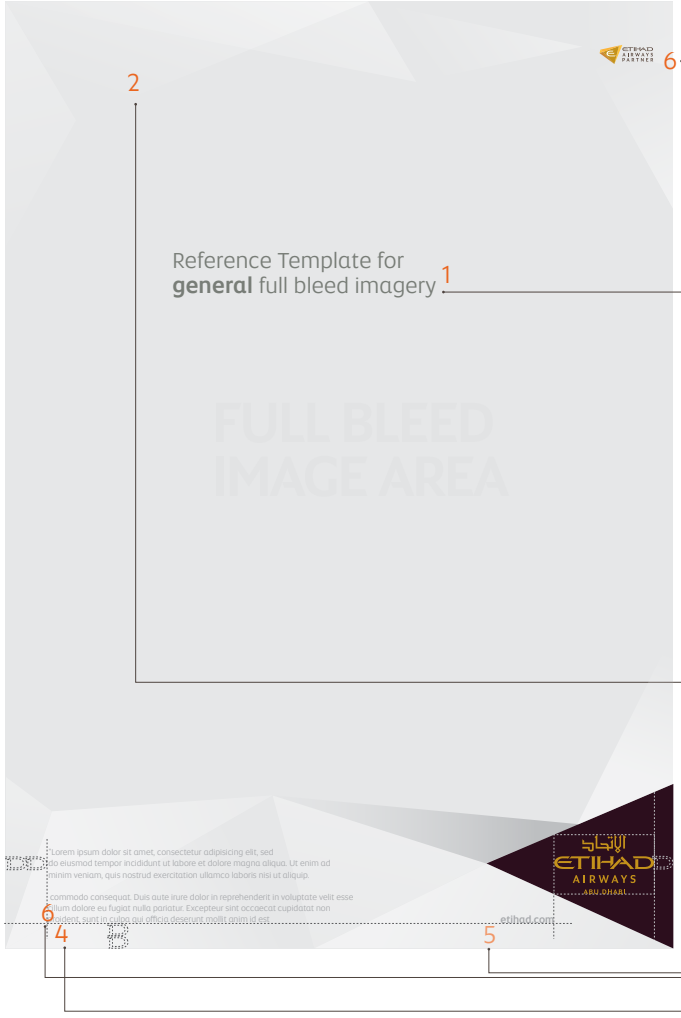


Arabic - Flip template except image

Notes

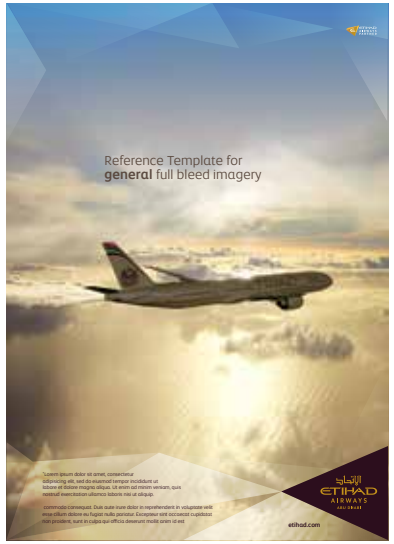
1. Headline can be placed at best suitable place on the visual area. Upper half is preffered.
2. Usage of "Facets of Abu Dhabi (FAD)" should be minimal.
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "White" or "Dark Grey" based on the image.
   - Special effects like Multiply, overlay, softlight can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.
4. Body copy to be between 40 to 50 words max.
5. Call to action to be shorter
6. 'Etihad Airways Partner' Logo placements.

Portrait Template 2



Sample Applications

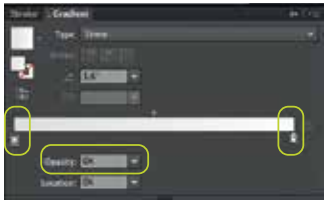
English



Arabic - Flip template except image

Notes

1. Headline can be placed at best suitable place on the visual area. Upper half is preffered.
2. Usage of "Facets of Abu Dhabi (FAD)" should be minimal.
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "White" or "Dark Grey" based on the image.
   - Special effects like Multiply, overlay, softlight can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.
4. Body copy to be between 40 to 50 words max.
5. Call to action to be shorter.
6. 'Etihad Airways Partner' Logo placements



Landscape Template Please refer to Portrait template for design principles

Reference Template for **Lighter** full bleed imagery
FULL BLEED
IMAGE AREA
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim
ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non
etihad.com
الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

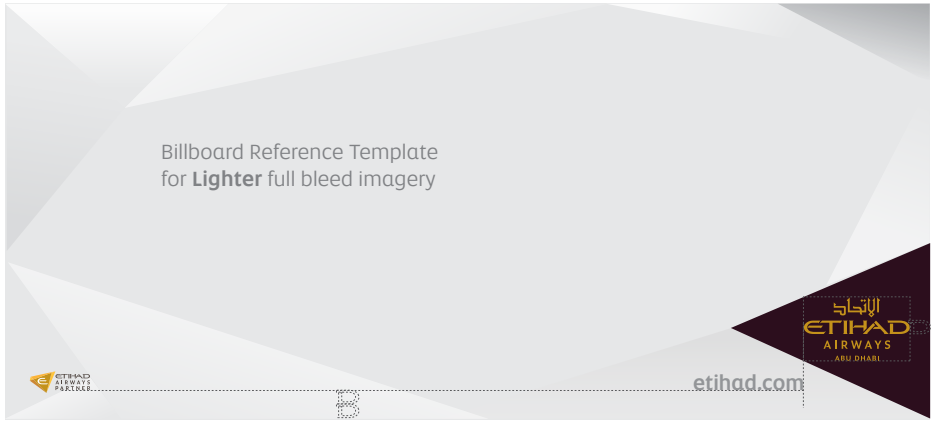
Sample Applications English

Reference **Landsacpe** Template for full bleed imagery
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut
aliquip commodo consequat. Duis aute irure dolor in reprehenderit in
voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint
occaecat cupidatat non
etihad.com
الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

Arabic - Flip template except image

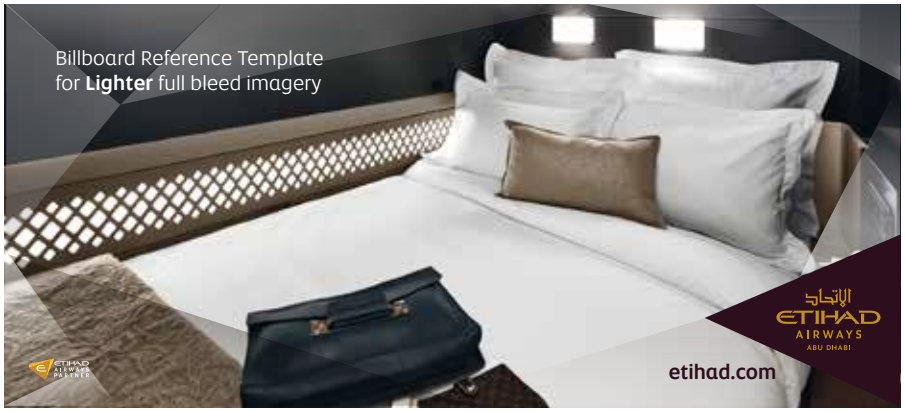
Billboard Template

Please refer to Portrait template for design principles



Sample Applications

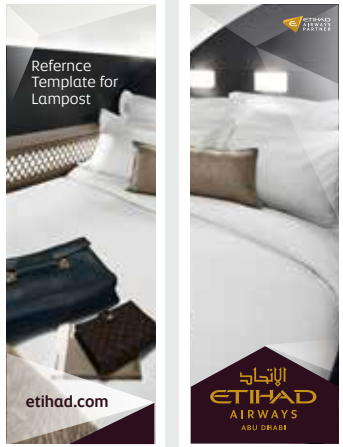
English



Arabic - Flip template except image

Split Panels Lampost Template

Sample Applications English



Arabic - Flip template except image

Please refer to Portrait template for design principles

Single Panels Lampost / Vertical Billboard Template

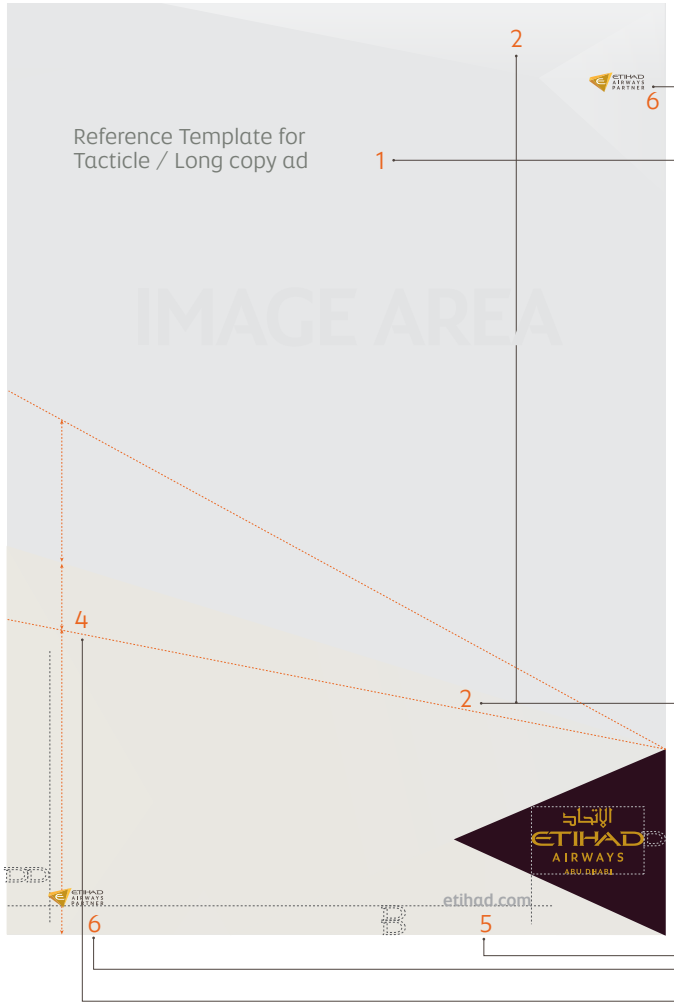
Sample Applications

Arabic - Flip template except image

Text Copy Banners

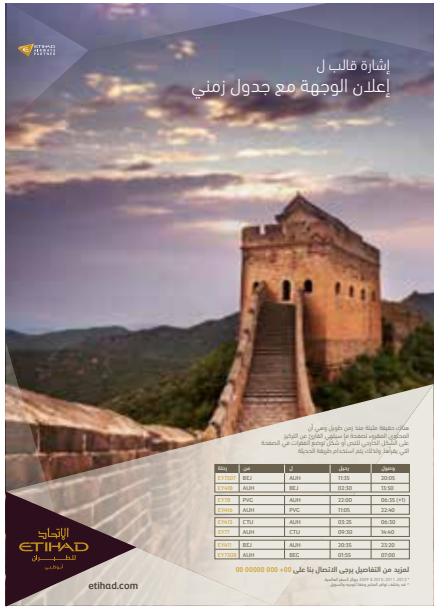
Apply light FAD backround colour application (p.30)

Portrait Template



Sample Applications English

Arabic - Flip template except image



1. Headline can be placed at best suitable place on the visual area. Upper half is preffered.
2. Usage of "Facets of Abu Dhabi (FAD)" should be minimal.
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "Beige".
   - Special effects like Overlay, Softlight can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.
4. The body copy and other contents area can be adjusted as needed.
5. Call to action to be shorter.
6. 'Etihad Airways Partner' Logo placements

Billboard Template Please refer to Portrait template for design principles

Terms and conditions can be placed outside of the ad but within the booked ad area

Sample Applications English

Fare levels displayed include return Economy Class low season lead-in airfare, fuel and applicable taxes per person correct as at DSEP14. Valid for sales until XXXX14. Valid for travel from XXXX15 to XXXX15. Fare levels may vary due to currency fluctuations and are subject to availability, flight restrictions and booking confirmation. Blackout periods apply. Nil minimum stay; maximum stay is 12 months. Stopovers permitted in Abu Dhabi at guest's own expense. Other fares available for travel to other destinations on our global network and for travel at other times.

Arabic - Flip template except image

Fare levels displayed include return Economy Class low season lead-in airfare, fuel and applicable taxes per person correct as at DSEP14. Valid for sales until XXXX14. Valid for travel from XXXX15 to XXXX15. Fare levels may vary due to currency fluctuations and are subject to availability, flight restrictions and booking confirmation. Blackout periods apply. Nil minimum stay; maximum stay is 12 months. Stopovers permitted in Abu Dhabi at guest's own expense. Other fares available for travel to other destinations on our global network and for travel at other times.

Portrait Template

1. Image to be placed in this shape.
2. Usage of "Facets of Abu Dhabi (FAD)" should be as shown
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "White" or Dark Grey
   - Special effects like Overlay, Softlight, Multiply can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.
4. The content backgound colour is driven by colour of the image. Use most suitable colour from Secondary Vibrant or Muted colour palette (Refer to samples above)
5. Call to action
6. 'Etihad Airways Partner' Logo placement

Sample Applications

Arabic - Flip template except image

COMMUNICATION APPLICATIONS

BELOW-THE-LINE (BTL)

Basic Elements and Design Principle Overview:

- ‘Etihad Airways Abu Dhabi’ Logo.
- ‘The Facets of Abu Dhabi’ is applicable to Hero Images only. To be used subtly on the top and bottom of the visual area, especially around the logo to support the Logo stage.
- Pantone 5C colour ‘Stage’ for Etihad Airways Logo – Shape as indicated in the templates.
- Pre-formatted templates based on type of advertising.
- Add ‘Etihad Airways Partner’ Logo. The Placement should be as indicated in the template.

English

Arabic - Flip template except image

erdam

ital
largest city.
ways, idiosyncratic
00 bridges.

al, and creative hub in Europe.
greatest artists, including
ge and creative heart offer a
t visitors begin exploration of
through miles of alkways and
rt galleries and inspiring
s around every corner and an

n Gogh collection in the world,
mpare paintings of
s of other artists from the
ns on 19th-century art history
actions.

vel around the city, offering
tions. Many of the city's
special events are held on the water ways. In the winter, locals ice skate on the frozen waters and then retire to the local eatery for a traditional cup of "snert" - pea soup.

Bloemenmarkt: Bloemenmarkt is the world's only floating flower market and home to a fabulous array of florists and garden shops, permanently ensconced on barges along the southern side of Singel. The plants and flowers are great

value and make for a stunningly colourful attraction for tourists, providing plenty of photo opportunities and the chance to stock up on authentic souvenirs for loved ones back home.

A PLACE FOR EVERYONE

Whatever your budget, Amsterdam has a wide range of attractive possibilities when it comes to places to stay. From luxury hotels and chic B&B's with views of the canals, to selfcatering apartments and funky youth hostels within easy reach of the city's bustling nightlife scene, you'll be spoilt for choice of a place to rest tired feet after a long day of sight-seeing.

GETTING AROUND

Locals live their lives on two wheels, using bikes as an efficient means of getting around this compact city. Renting one is easy and affordable, but if you prefer a more leisurely ride, why not hop onto one of Amsterdam's many free ferries behind Centraal Station for a scenic view of the city along its glittering waterways. Taxis, buses and a regular metro service are also available for travellers who prefer their transport in more conventional forms.

AMSTERDAM FACTS

OFFICIAL CURRENCY	:	Euro
LANGUAGES	:	Dutch, English
TIME ZONE	:	GMT/UTC +1
ELECTRICITY	:	230V 50Hz
ISD CODE	:	+31
WEBSITE	:	www.iamsterdam.com
BEST TIME TO VISIT	:	April to October
VISA INFORMATION	:	www.iamsterdam.co

GLOBAL AWARDS

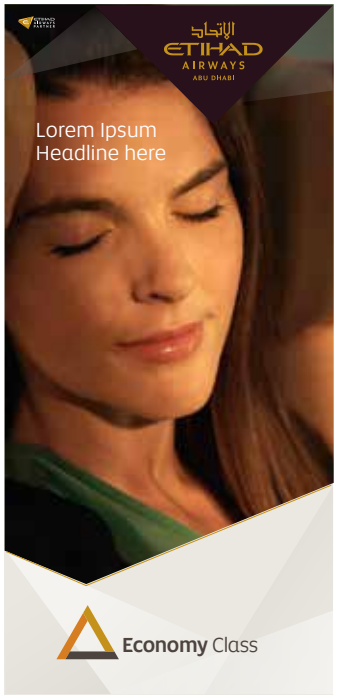
Here's a small selection of the major awards we've won in recent years:

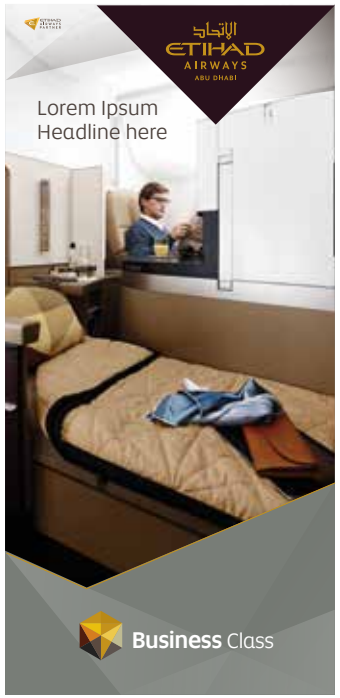
World's Leading Airline
World's Leading First Class
2012 World Travel Awards
Best Long Haul Airline
Best Premium Class Airline
2012 Irish Travel Trade News Awards
Airline of the Year
2012 Aviation Business Awards
Best First Class
Best First Class Seats
Best First Class Catering
2012 Skytrax World Airline Awards
Middle East's Leading Airline
Middle East's Leading Airline First Class
Middle East's Leading Airline Inflight Entertainment
Middle East's Leading Cabin Staff
2012 World Travel Awards Middle East
Airline with the Best Economy Class
Airline with the Best Cabin Crew
2012 Business Traveller Middle East Awards
Best Redemption Ability
Best Elite Program
Best Loyalty Credit Card
2012 Freddie Awards

Sample Applications

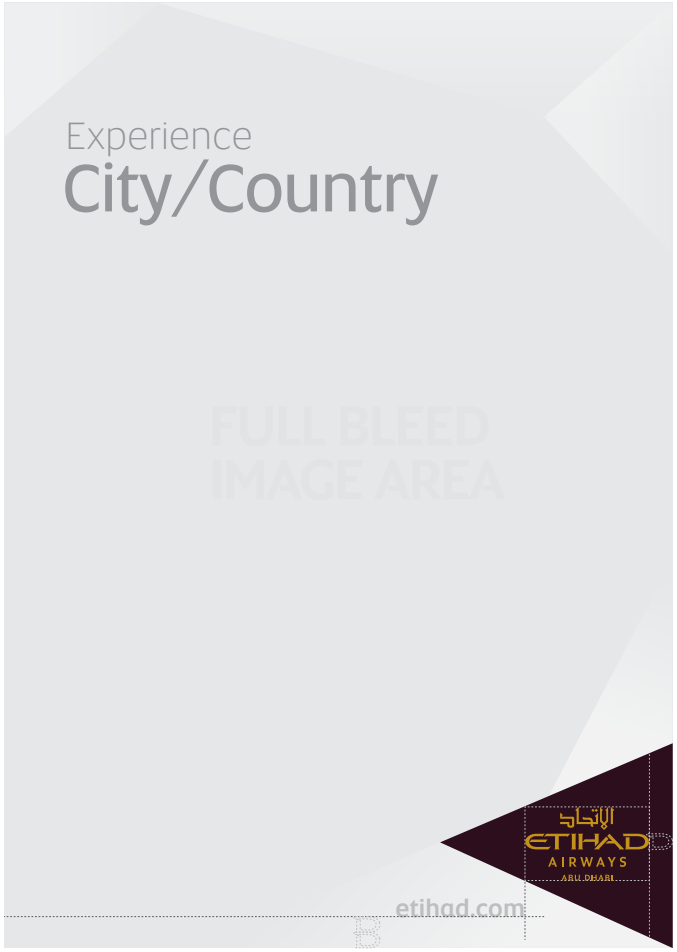
English

Arabic - Flip template except image



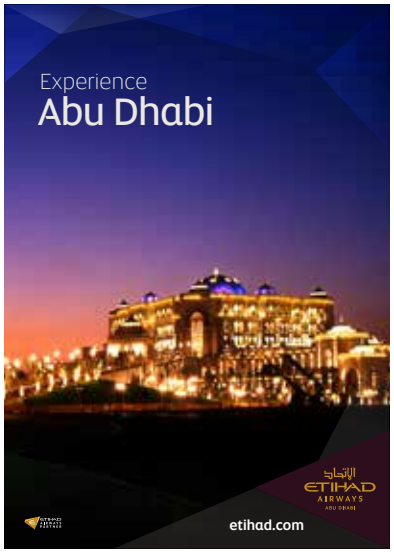


Poster Template 1

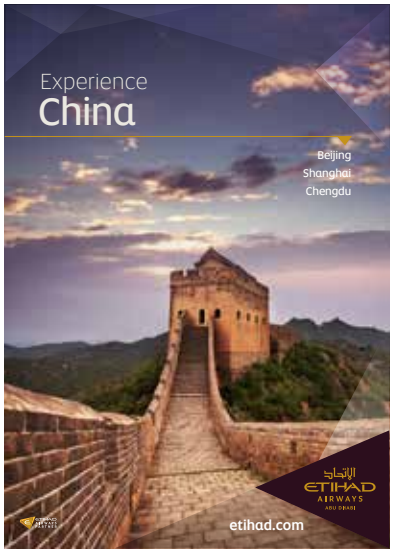


Sample Applications

English

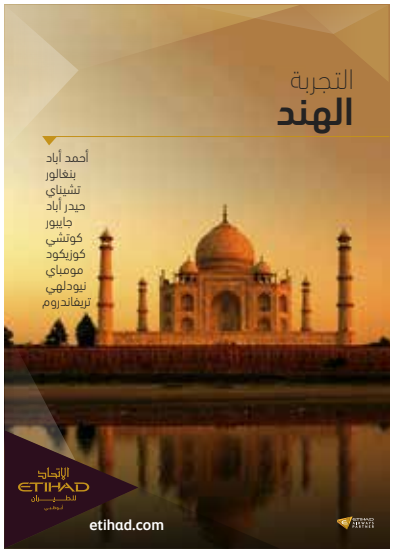


Single city



Country with few cities

Arabic - Flip template except image



Country with many cities

Poster Template 1

Sample Applications

English

Economy Class

Business Class

First Class

The Residence

Arabic - Flip template except image

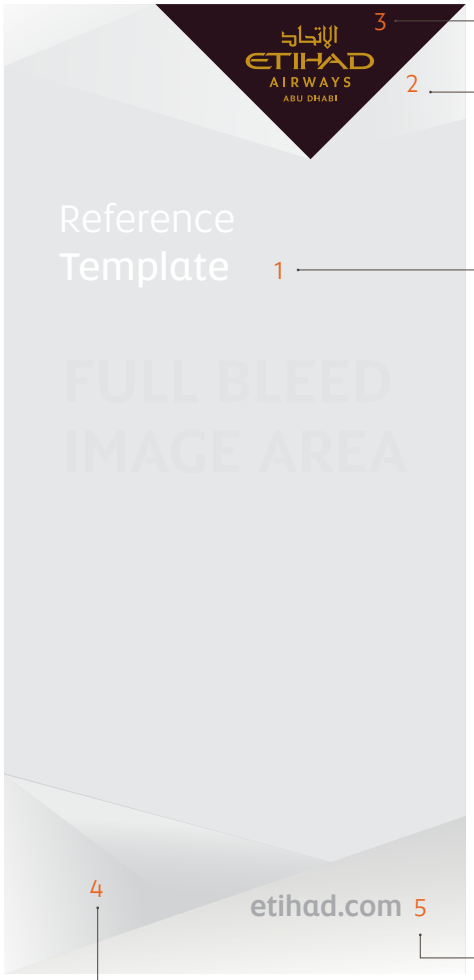
Economy Class

Business Class

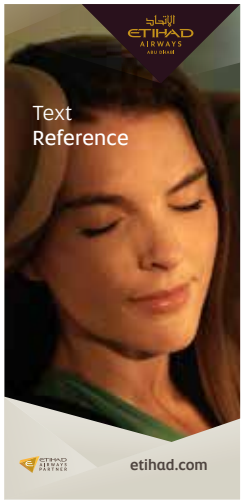
First Class

The Residence

Rollup template



Sample Applications



PANTONE 9060C Biege

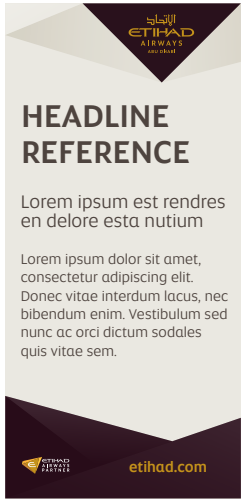
PANTONE Black 5C

Full Bleed image

Arabic - Flip template except image

1. Headline can be placed at best suitable place on the visual area. Upper half is preffered.
2. Usage of "Facets of Abu Dhabi (FAD)" should be minimal.
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "Beige or Black 5C".
   - Special effects like Overlay, Screen can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.
4. The body copy and other contents area can be adjusted as needed.
5. Call to action to be shorter.

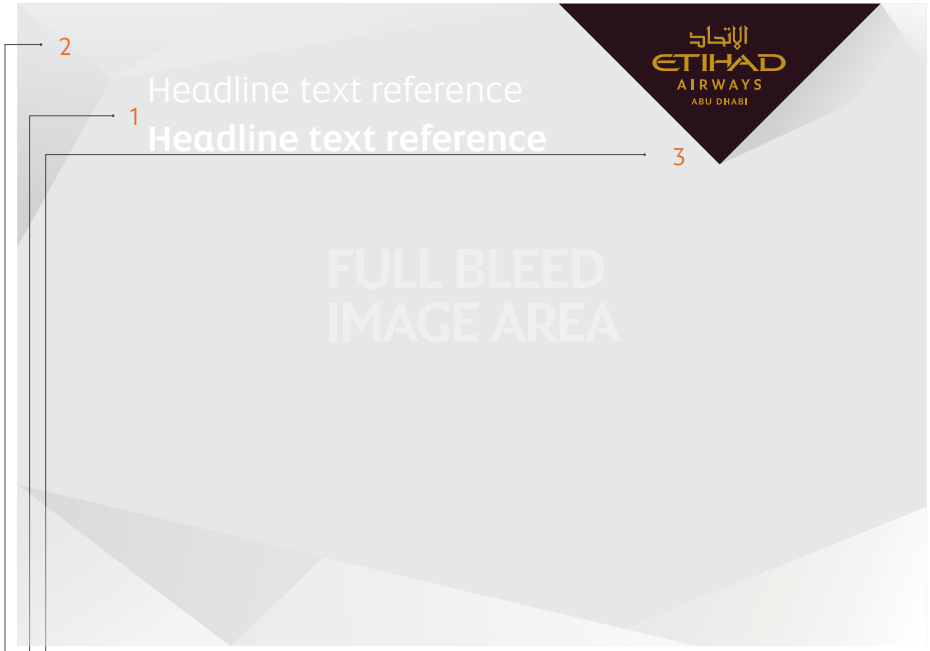
Text copy banners



Apply light FAD backround colour application (p.30)

Landscape Template

Please refer to Portrait template for design principles



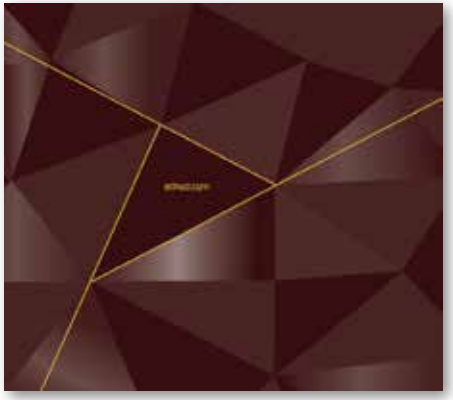
1. Headline can be placed at best suitable place on the visual area. Upper half is preffered.
2. Usage of "Facets of Abu Dhabi (FAD)" should be minimal.
   - It's should be applied as Solid to Transparent gradient with 90% to 0% opacity.
   - The base colour of the gradient could be in "Beige or Black 5C".
   - Special effects like Overlay, Screen can be used to create more impact.
3. Logo stage in Pantone Black 5C Colour to be used as shown.

Sample Applications

English

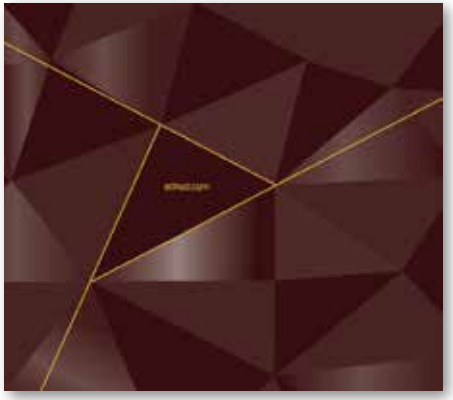
Arabic - Flip template except image

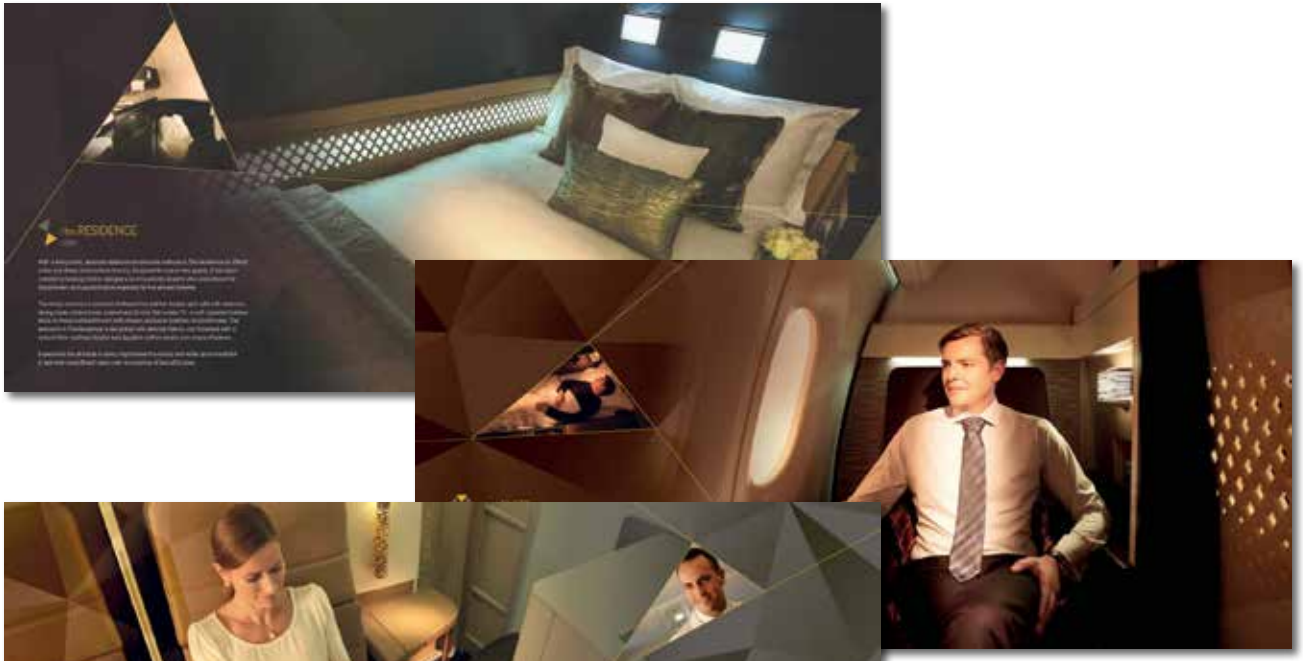
ETIHAD
AIRWAYS



The RESIDENCE
First APARTMENT
First APARTMENT

FLYING
REIMAGINED
ETIHAD



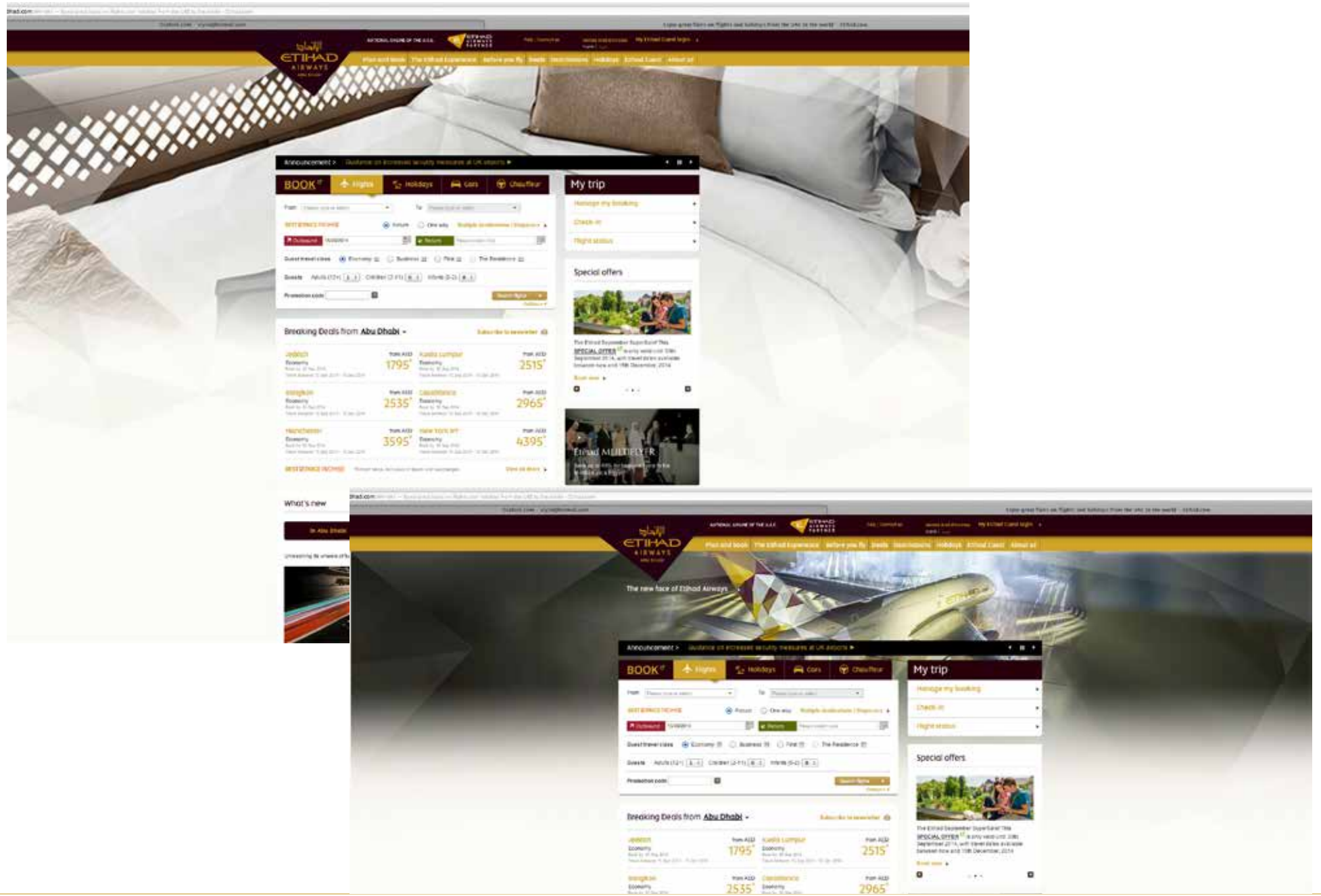

RESIDENCE

EXPERIENCE
SMART SEAT

DIGITAL APPLICATIONS

Basic Elements and Design Principle Overview:

- The most appropriate ‘Etihad Airways’ Logo as per the electronic medium.
- ‘The Facets of Abu Dhabi’ is applicable to Hero Images only. To be used subtly on the top and bottom of the visual area, especially around the logo to support the Logo stage.
- Pantone 5C colour ‘Stage’ for Etihad Airways Logo – Shape as indicated in the templates.
- Add ‘Etihad Airways Partner’ Logo. The Placement should be as indicated in the template or on the end-frame of animated banners.

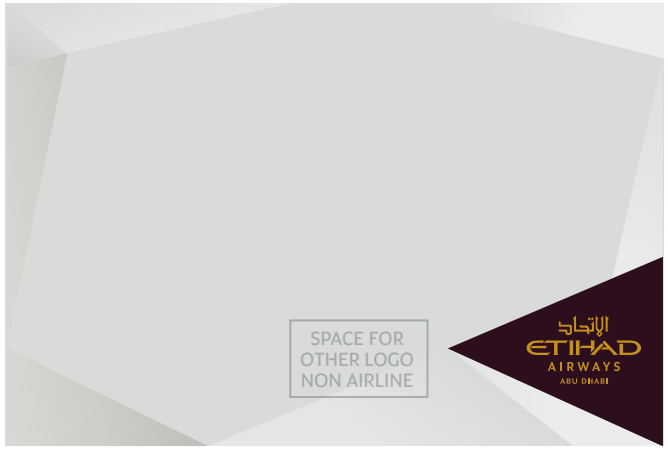

ETIHAD AIRWAYS
BOOK
Flights
Holidays
Cars
Chauffeur
My trip
Special offers
Breaking Deals from Abu Dhabi
What's new
The new face of Etihad Airways

Use Facets of Abu Dhabi subtly

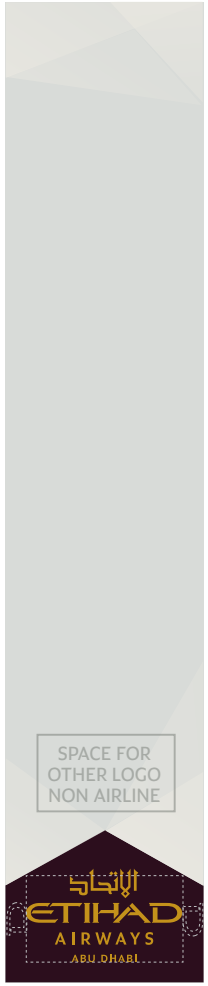
Leaderboard: 728 x 90px or Full Banner 468 x 60px

Square Banner

Rectangle Format Banner



120 x 600p Skyscraper



160 x 600px Skyscraper

Use Facets of Abu Dhabi subtly.

Leaderboard: 728 x 90px or Full Banner 468 x 60px

Square Banner

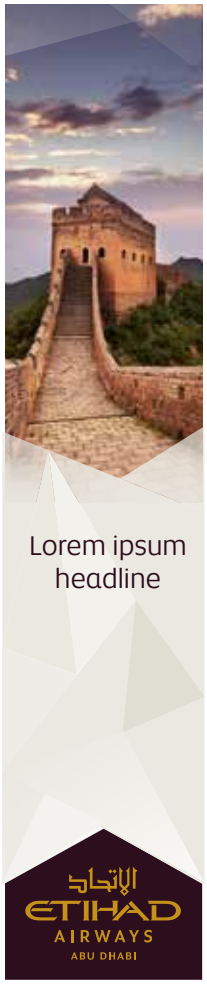
Rectangle Format Banner

120 x 600p Skyscraper

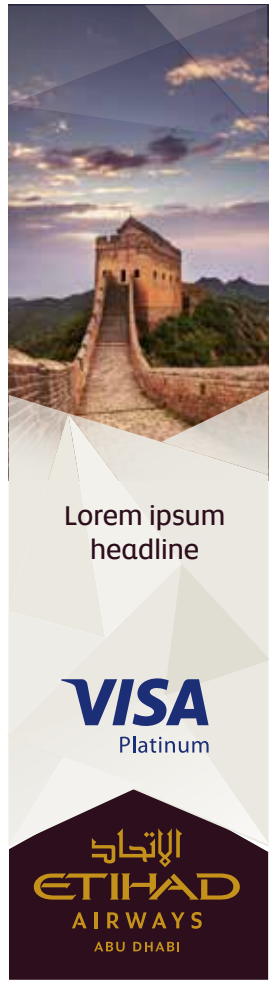
160 x 600px Skyscraper

Leaderboard: 728 x 90px or Full Banner 468 x 60px

120 x 600p Skyscraper



160 x 600px Skyscraper



It is preferred to use Master Brand Colours for this application. The solid colour can be changed as per the creative requirement.

Leaderboard: 728 x 90px or Full Banner 468 x 60px

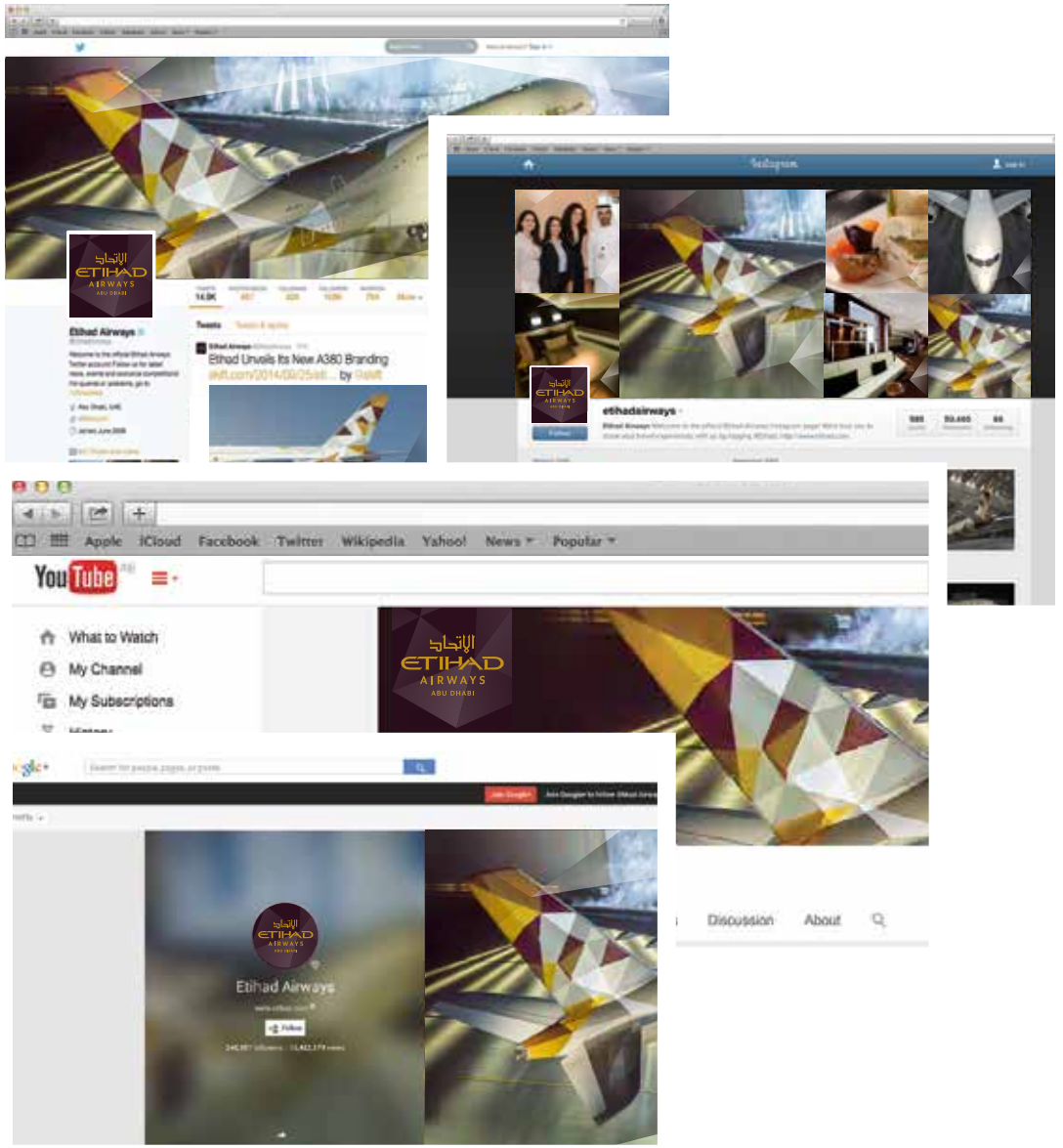
Square Banner

Rectangle Format Banner

120 x 600p Skyscraper

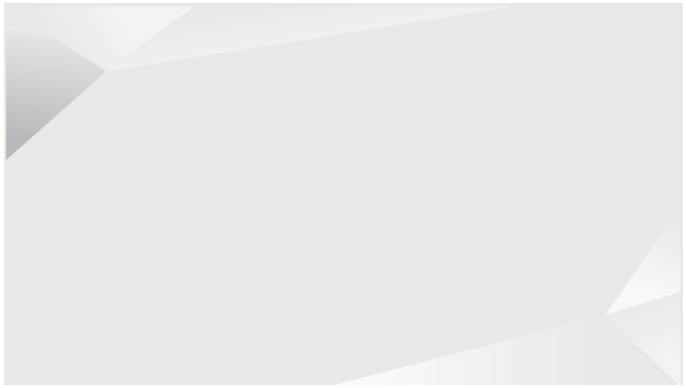
160 x 600px Skyscraper

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI


Etihad Airways
Etihad Unveils Its New A380 Branding
etihadairways
Apple
iCloud
Facebook
Twitter
Wikipedia
Yahoo!
News
Popular
YouTube
What to Watch
My Channel
My Subscriptions
Discussion
About
Etihad Airways

A

A

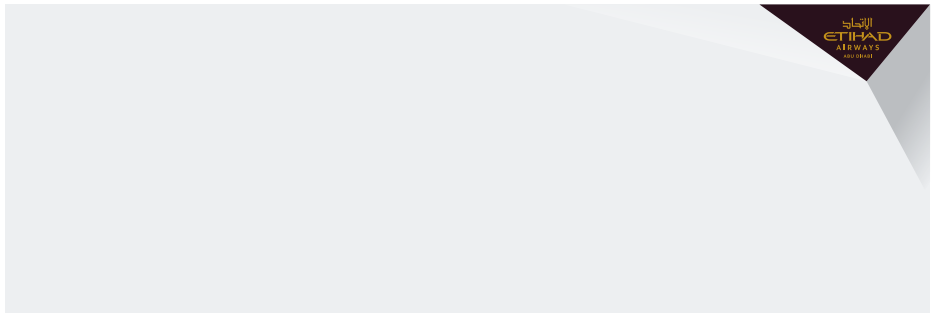


B

B

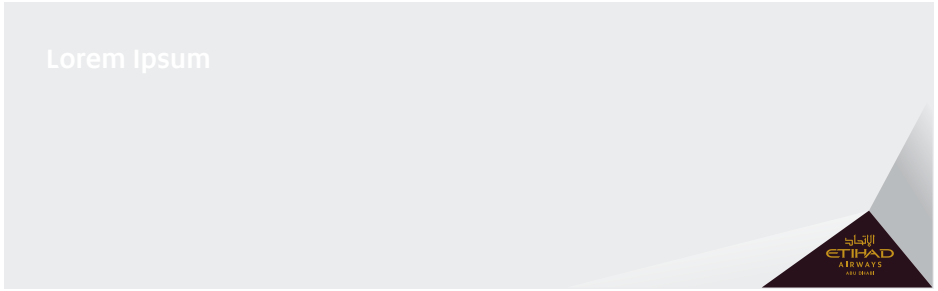
C

C



A

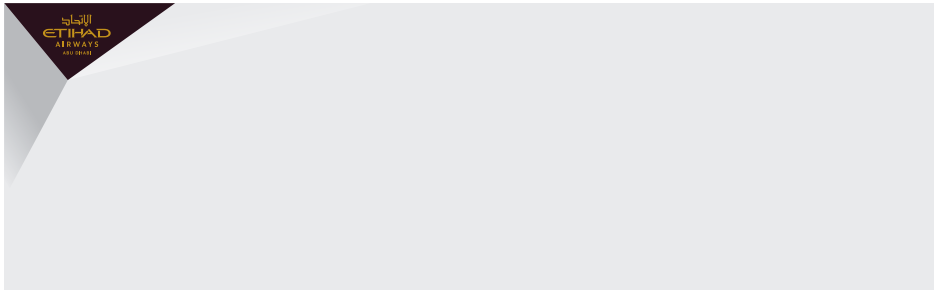
A


Lorem Ipsum

B

Lorem Ipsum

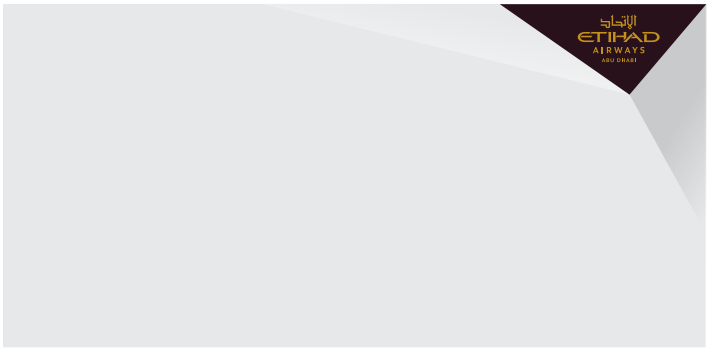
B



C

Now recruiting CABIN CREW
Inflight Chefs and Food & Beverage Managers
Bring along your CV for an opportunity to join the
World's Leading Cabin Crew
Open Day: xx October
etihad.com/cabincrewrecruitment

C


الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

A

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI
Lorem Ipsum

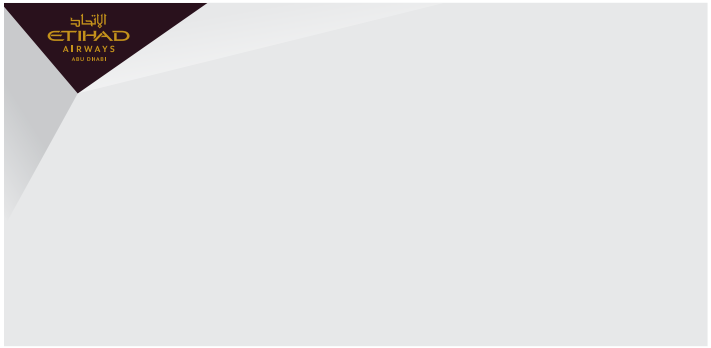
A

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

B

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

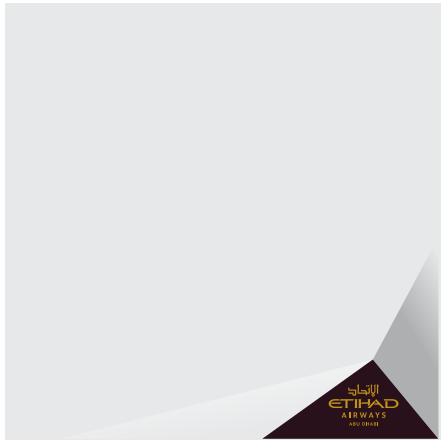
B


الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

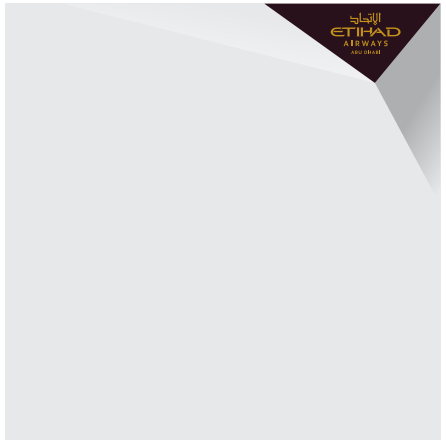
C

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI
Now recruiting
CABIN CREW
Inflight Chefs and
Food & Beverage Managers
Bring along your CV for an opportunity
to join the World's Leading Cabin Crew
Open Day: xx October
etihad.com/cabincrewrecruitment

C



A



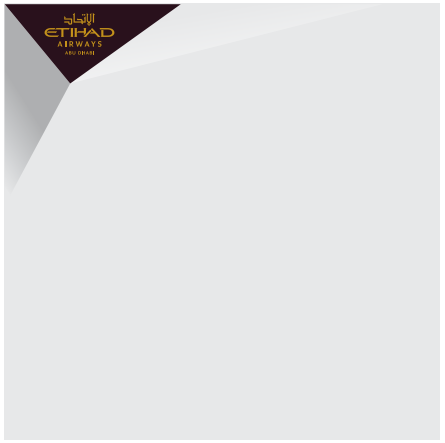
B

Lorem Ipsum

A

Lorem Ipsum

B



C

Now recruiting
CABIN CREW
In-Flight Chefs and
Food & Beverage Managers
Bring along your CV for an opportunity to join the World's Leading Cabin Crew
Open Day:
xx October
etihad.com/cabincrewrecruitment

C

September 2014

THE NEW FACE OF THE WORLD'S LEADING AIRLINE

Dear Guest

Etihad Airways continues to reimagine flying.

Transforming expectations of air travel, we will soon deliver The Residence and First Apartments onboard our A380. Truly remarkable experiences in the sky inspired by the very best in hospitality - drawn from the culture and traditions of our home Abu Dhabi.

And this same spirit of innovation can now be seen on the exterior of our new aircraft as we proudly unveil an exciting new livery.

Watch the video below for more on our bold new look.

A380 - Abu Dhabi to London, starting December 2014. B787 - Abu Dhabi to Dusseldorf, starting December 2014.

etihad.com #Reimagined

Stay Connected

October 2014

Dear Guest,

Etihad Airways is proud to announce "Etihad Airways Partners".

Etihad Airways Partners is a unique and exciting new development. Participating airlines - airberlin, Air Serbia, Air Seychelles, Etihad Regional and Jet Airways - have joined together to give you more choice.

A combined network of over 250 destinations across 6 continents gives you the ease of one booking / one ticket and the flexibility to find the most convenient times for your journey.

With high standards of comfort and hospitality on the ground and in the skies, our promise is to deliver a consistent experience, no matter which airline you fly.

Frequent flyer members will soon enjoy standardized mileage and tier benefits across all partners, such as no black-out periods and priority services.

We look forward to welcoming you on board an Etihad Airways Partner flight soon.

To read more about Etihad Airways Partners click here

Terms, conditions and benefits of existing airline schemes are unaffected.

Etihad Regional is operated by Darwin Airline

etihad.com

Stay Connected

AIRPORT BRANDING

Basic Elements and Design Principle Overview:

- Use Etihad Logo with Airways but no Abu Dhabi
- Use Facets of Abu Dhabi only when it is applicable and can be reproduced well.
- Black 5C Stage for the Logo (shape as per each output element). (Gradient for the background on FIDS).
- Must use one suitable format from pre-formatted size and type templates
- Add ‘Etihad Airways Partner’ Logo. The Placement should be as indicated in the template.

Master Logotype

This logo should be used in applications such as:

- Wall /Drop Banners
- Internal Signage for counters
- External Signage with large rectangular Panels
- Directonal, Guidence structures i.e. check in signage

Long Banner Logotype with Arabic

This logo should be used in applications such as:

- Signage with limited available place

Long Banner Logotype without Arabic

This logo should be used in applications such as:

- Internal/External Signage for counters with Wider Panels

Long Banner Logotype without Arabic and Airways

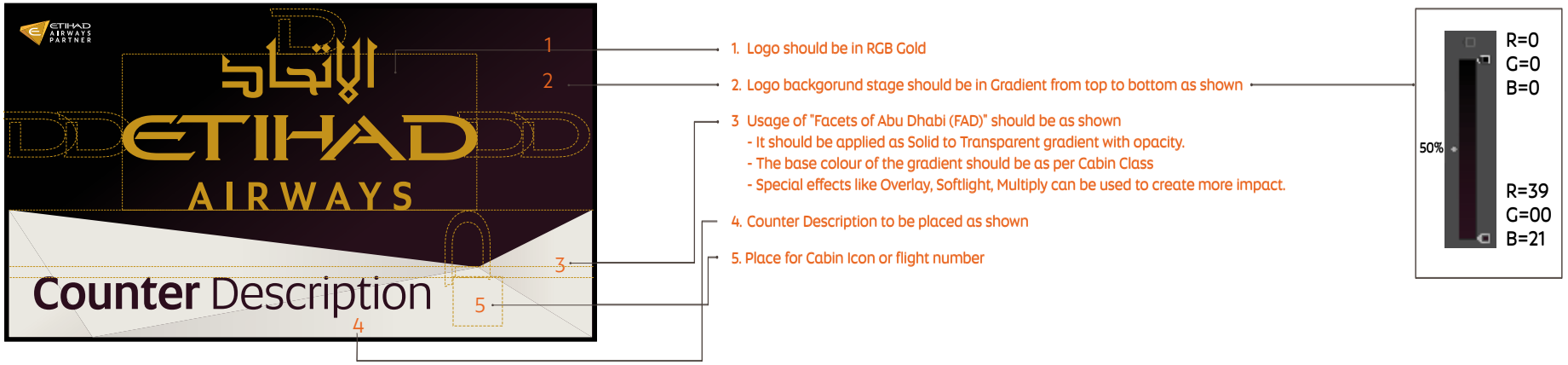
This logo should be used in applications such as:

- Signage with limited available space such as Arrival/Departure FIDS

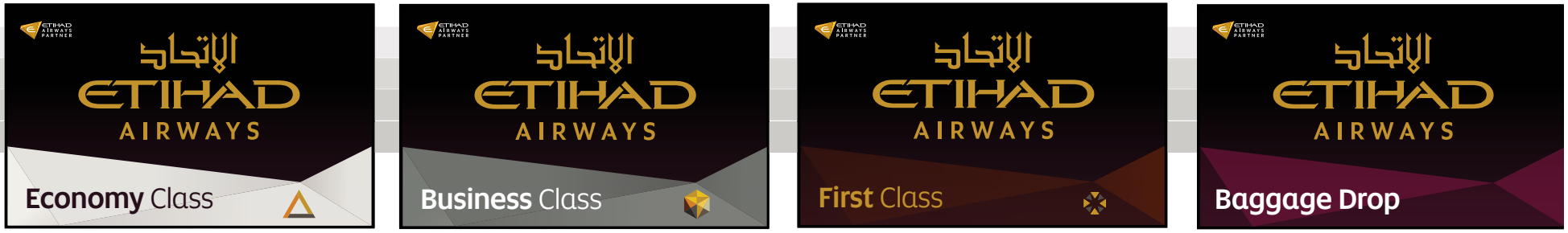
Monitors at check-in counters

Utilise the 'rule of halves' (as shown in the grid on the right) to create the colour strip at the bottom of the screen for text requirements.

Template


ETIHAD AIRWAYS PARTNER
الإتحاد
ETIHAD
AIRWAYS
Counter Description
1
2
3
4
5
1. Logo should be in RGB Gold
2. Logo backgorund stage should be in Gradient from top to bottom as shown
3 Usage of "Facets of Abu Dhabi (FAD)" should be as shown
- It should be applied as Solid to Transparent gradient with opacity.
- The base colour of the gradient should be as per Cabin Class
- Special effects like Overlay, Softlight, Multiply can be used to create more impact.
4. Counter Description to be placed as shown
5. Place for Cabin Icon or flight number
50%
R=0
G=0
B=0
R=39
G=00
B=21

Sample Applications



Arrivals and Departures information monitors

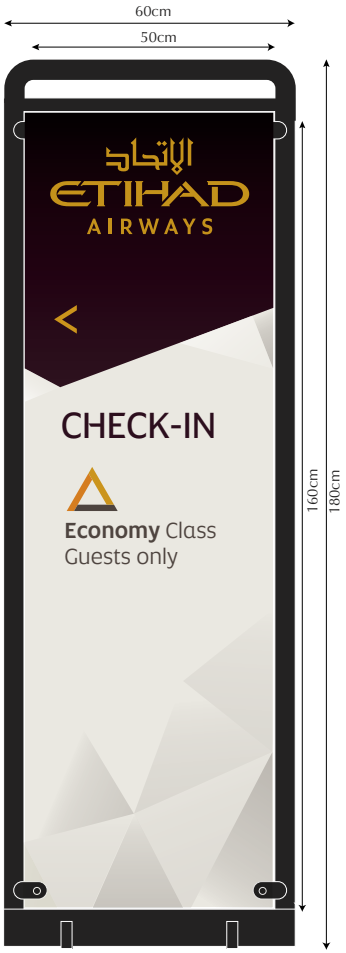
Due to limited and unusually proportioned space on information monitors, elements of the Logotype may be dropped to ensure clarity and legibility.

ETIHAD

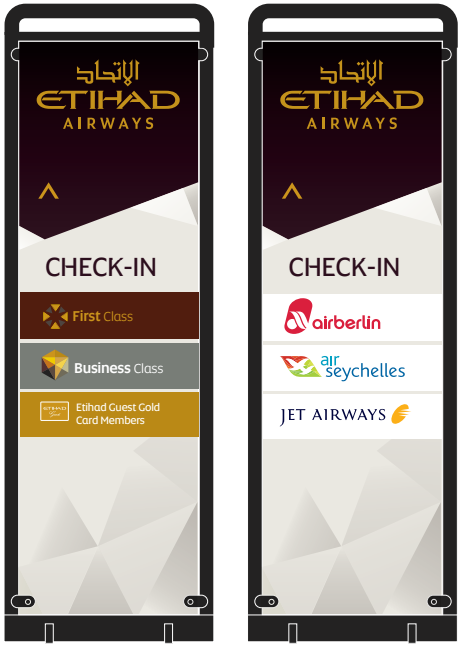
Departures
Time Flight Airline Destination
10:45 AA 180 American Airlines New York
11:00 GF 150 Gulf Air Bahrain
11:25 U2 2302 easyJet Basel
11:55 EY 4502 ETIHAD Kuwait
11:55 SQ 705 Singapore Airlines Kuwait
12:15 WY 901 Oman Air Beirut
12:30 CX 311 Cathay Pacific Bahrain
12:35 AZ 679 Alitalia Rome
12:40 EK 304 Emirates Bahrain
12:55 BA 513 British Airways London Heathrow
Enjoy your flight and have a save

DEPARTURES
20:08
Time Airline Flight Destination Gate Remark Terminal
17:55 2B 304 Bahrain No Operation 1
20:30 SV 7189 Riyadh 1
20:55 AA 6413 Muscat 06 1
20:45 ETIHAD EY 4003 Beirut 02-05 Boarding 1
21:30 ETIHAD EY 258 Dhaka 1
21:30 Lufthansa LH 616 Muscat 1
21:40 ETIHAD EY 377 Bahrain 1
21:55 QATAR QR 123 Doha 18 1
21:45 ETIHAD EY 391 Doha 3
21:45 9W 6115 Chennai 1

Template



Sample Applications



Baggage Tag

Special Baggage Tag

SPONSORSHIP BRANDING

Basic Elements and Design Principle Overview:

- The most appropriate ‘Etihad Airways’ sponsorship logo to be used based on the type of collateral.
- Pantone 5C colour ‘Stage’ for Etihad Airways Logo – Shape as indicated in the templates.

These logotypes are used only on Sponsorship venue branding, where Brand visibility is the key objective, such as Stadium Banners, Ground Flags, third party corporate events display banners and displays, where Etihad is a Sponsor. These logotypes can also be used on Sponsorship merchandise or kits such as Jerseys, T-shirts, Uniforms, etc.

Use of any Logotype listed here is not permissible Marketing or PR giveaways as a part of these events. For that purpose, we need to use our Standard Etihad Airways logo, with or without Abu Dhabi.

Master Logotype

Applications

- On Sponsorship Venue Panels, Displays in standard formats and sizes.

Long Banner Logotype without Arabic

Applications

- For wider formats and sizes, such as Sponsorship Venue Panels, Stadium Banners, Displays, etc.

C42 M69 Y37 K85
PANTONE Black 5C
R39 G0 B21

C2 M2 Y6 K5
PANTONE 9060C
R246 G255 B236

Long Banner Logotype without 'Arabic' and 'Airways'

Applications

- For extra-wide strip format applications, such as Stadium Banners, flag poles, etc.

ZIONS BANK
WasatchIsYourHome.com
ETIHAD
ETIHAD
ETIHAD

Depending on the type of event, primary or secondary colour palette can be used for flags.

SIGNAGE BRANDING

Basic Elements and Design Principle Overview:

1. Use Etihad Airways without Abu Dhabi Logo.
2. Don't use Facets of Abu Dhabi.
3. Logo background to be governed by the medium and background colour.

NOTE: Please read the following information carefully. The Etihad Logotype is subject to restricted applications that must be adhered to at all times.

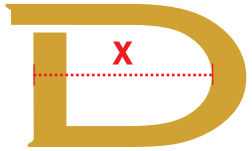
In signage applications, there are two modified Logotypes which ensure readability of all the Logotype elements from a distance.

Signage Logotype II and III are to be used in unusual situations where Signage Logotype I cannot be used.

Please ensure that the Etihad Signage Logotype I-A is used for all interior signage applications and Logotype 1-B for exterior signage situations.

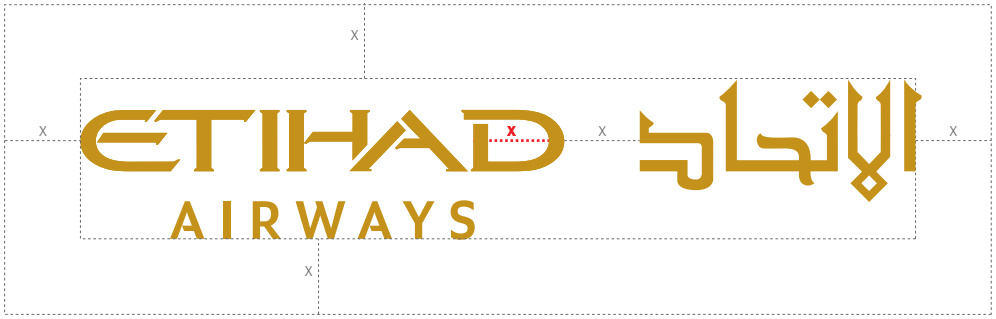
NOTE: In special cases, Signage Logotype 1-A may be used as outdoor signage. An example of this is Etihad Headquarters. These exceptions to the rules are decided by the Visual Communications department.

The X-RULE
A useful guide for all spatial proportions around the Etihad Logotype in Advertising and Collateral is the X-RULE – where 'X' is the measurement taken from the inside of the ETIHAD 'D', as shown below. If in doubt, use the X-RULE to check for consistency, examples of which you will see throughout this document.

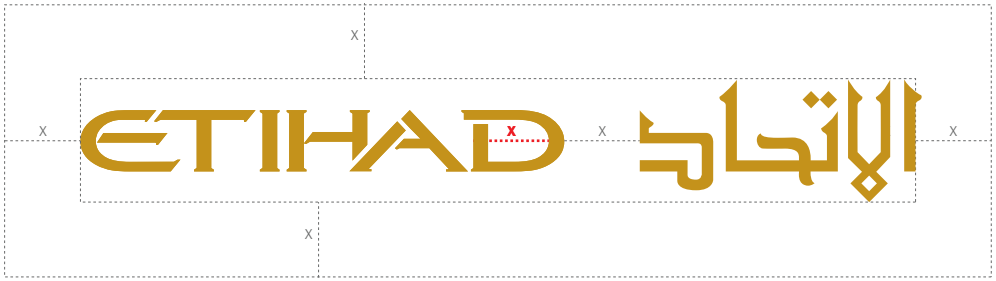


Signage Logotype I-A (Interior)

Signage Logotype I-B (Exterior)



Signage Logotype II



Signage Logotype III

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ETIHAD NOMENCLATURE

It is must to use appropriate tone of voice and terms to be used when communicating Etihad Airways brand, product and services. This section guides with correct terminology to be used across the comms to maintain consistency.

Cabins and Associated Services	**The Residence** (A380 only)	• Welcome to the world's most exclusive cabin in the sky, where a truly unique and bespoke experience is delivered with complete discretion and limitless hospitality. • Three-room suite in the sky • Designed for up to two guests travelling together, it has been created by leading interior designers and hospitality experts who understand the discernment and sophistication expected by the private traveler. • Experience the ultimate luxury high above the clouds and wake up to breakfast in bed over an expanse of beautiful skies. • (the / a) living room - *Chilled refreshments cabinet* - *Luxurious (Poltrona Frau leather) double-seat sofa with retractable ottoman* - *Two dining tables with marquetry* - *32-inch flat screen TV* - *Movable ottoman* • (a) soft-carpeted hallway • (the / a) separate bedroom - *Decorated with fine fabrics* - *Natural fibre mattress double-bed* - *Egyptian cotton sheets and choice of pillows* - *Turn-down service* - *27-inch flat screen TV* • (the / a) ensuite bathroom - *With (your own / a) personal shower with luxury amenities and shower products* - *Exclusive toiletries* - *Bathroom* VIP Travel Concierge Service (call centre for The Residence) - *Ensures all aspects of the experience, including booking luxury chauffeur transfers, check-in, and custom menu planning, are handled with the utmost discretion.* • The Etihad Butler / Personal Butler - *The butlers are trained at the Savoy Butler Academy in London, part of the world-famous Savoy Hotel.* - *Their uniform has been designed by Rome-based fashion designer, Ettore Bilotta, to reflect the superior levels of professionalism and style associated with this unique role.* • Inflight Chef (see Onboard Services for full descriptor) • Dining experience inspired by best 5 star hospitality establishments served on the finest bone china and crystal glassware
	First Class (when referring to cabin as a whole)	• Etihad has redefined First Class with a luxurious travel experience, so exquisite and personal, that it is like being transported to a private universe. • Product descriptors that are universal to all First Class - *High quality loungewear, all-natural mattresses, duvets, cotton sheets and pillows* - *Over 750 hours of the latest movies, shows, music and interactive games through noise-cancelling headsets* - *Onboard services allow connectivity through your mobile phone or the internet* - *Refreshments cabinet (other aircraft – not 787 / A380)* • Service descriptors that are universal to all First Class - *Turn-down service (inclusive of Do Not Disturb function, bedtime beverage and all natural mattress and bedding)* - *Inflight Chef (see Onboard Services for full descriptor)* - *à la carte menu, including our signature grill* - *wines from the world's finest vineyards, handpicked by our sommeliers* - *Inflight duty free (see Onboard Services for full descriptor)*

Cabins and Associated Services	**First Apartment** (A380 only)	• Etihad revolutionises First Class with the First Apartment. More than a seat, it is a living space for the discerning traveler, spacious enough to walk around in. • Product: - *Ottoman (or) 81-inch separate bed (using all natural bed linen)* - *Poltrona Frau leather armchair (with in-built massage function)* - *Single aisle* - *Exclusive amenities including* - *Personal wardrobe* - *Chilled refreshments cabinet* - *Vanity cabinet / vanity unit* - *Adjustable 24-inch flat-screen TV, (which can be viewed from the armchair or while relaxing in bed)* - *Shower in the First Class bathroom with luxury amenities and bath linen* - *Cabin lighting inspired by the Louvre Abu Dhabi* • Service: - *Signature welcome reception* - *Inflight cocktail reception with the Chef's bespoke creations* - *Turn-down service (inclusive of Do Not Disturb function, bedtime beverage and all natural mattress and bedding)* - *Inflight Chef (see Onboard Services for full descriptor)* - *Fine dining at your leisure*
	First Suite (All Aircraft except A380)	• Product - *stylish loungewear, all-natural mattresses, duvets, cotton sheets and pillows* - *personal wardrobe* - *chilled refreshments cabinet (787 only)* - *Poltrona Frau leather seat* - *24-inch flat-screen TV (787)* - *23-inch flat-screen TV (all other aircraft)*
	Business Class (when referring to cabin as a whole)	• Business Class descriptors: *- Business Class with Etihad is not business as usual. We have created spaces where guests can work, rest and play. We call it 'intelligent living in the sky'* *- The luxury, comfort and service we offer in business equates to that of first class on other airlines* *- In Etihad's Business Class, turn the downtime of travel into an opportunity for inspiration. Enter a world of choice and comfort with our intuitive service and warm hospitality. You decide when and how we serve you.* • Product descriptors that are universal to all Business Class *- Over 750 hours of on-demand entertainment with the latest blockbusters, timeless classics and the best in interactive games through noise-cancelling headsets* *- A range of connection ports at your fingertips helps you stay connected* *- The mood lighting system creates the perfect cabin ambience for the various stages of your flight* *- Ultra-long haul flights feature special mattresses for bedtime comfort and complimentary loungewear* *- Over 750 hours of the latest blockbusters, timeless classics and interactive games through noise cancellation headsets* *- In-seat massage function and lighting, all at the touch of a button* *- Korres amenity kit* • Service descriptors that are universal to all Business Class *- Cocktail reception* *- Turn down service on ultra longhaul flights (AUS/USA/GRU) including a specially designed mattress, loungewear and slippers* *- Dine Anytime menus (where guests can dine at their leisure)* *- Food & Beverage Manager (see Onboard Services for full descriptor)* *- Inflight duty free (see Onboard Services for full descriptor)*

Cabins and Associated Services	**Business Studio** A380 & 787 only	- *Direct aisle access* - *Convenient storage spaces* - *The seat converts into a fully flat-bed of up to 80.5-inches* - *Special pneumatic comfort system to adjust the firmness of the seat* - *18-inch touch-screen TV*
	Business Flatbed Widebody aircraft only – not A380/ 787	- *Fully flat-bewith aisle access on every long-haul flight* - *Adjustable headrest* - *In-seat massage function* - *full-size comforters and plump pillows* - *15.4 inch TV* - *Adjustable lumbar support and cushion firmness*
	Business Seat Narrow body aircraft only	- *Generous recline* - *Ample legroom* - *Adjustable headrest and footrest* - *10.6 inch TV*
	The Lobby A380 Upper Deck	• The Lobby, A380 Upper Deck - *a serviced lounge area located between the First and Business cabins* - *With semi-circular leather sofas, a marquetry table and a large TV screen, The Lobby is designed for relaxing and socialising* - *The Lobby TV has a HDMI connection so it can be used for sharing content or it can also be set to the airline's Live TV channels for sporting and other events* - *USB and power sockets are available within The Lobby* - *Games (cards and board games) are available upon request*
	Economy Class	• Experience an economy class that is simply smarter. We have challenged the norms to deliver choice and comfort, and bring a sense of spontaneity, surprise and fun back to travel Product descriptors that are universal to all Economy Class: - *Over 750 hours of on-demand entertainment with the latest blockbusters, timeless classics and the best in interactive games through noise-reduction headsets OR* - *Inflight entertainment features over 750 hours of on-demand entertainment as well eight channels of live TV, 30 Android games and a 3D flight map* - *A range of connection ports at your fingertips helps you stay connected.* - *The mood lighting system creates the perfect cabin ambience for the various stages of your flight* - *Ergonomically designed seat offers adjustable lumbar support and headrest* - *Soft fleece blankets and pillows* - *Complimentary amenity kit on long-haul flights with socks, eyeshades, earplugs, as well as toothbrush and toothpaste* - *Remain connected with mobile and internet access* - *Tasty hot meals with a choice of up to three entrees* - *Onboard café offering light snacks and a choice of teas, coffees and hot chocolate* Service descriptors that are universal to all Economy Class - *Flying Nanny on all long haul flights (see Onboard Services for full descriptor)* - *Onboard café offering light snacks and a choice of teas, coffees and hot chocolate* - *Midnight snack service offering chamomile tea or hot chocolate with a midnight snack bag* - *Inflight duty free (see Onboard Services for full descriptor)*

Cabins and Associated Services	**Economy Smart Seat** A380 & B787 only	- *The seat has been designed to offer increased comfort and personal space, with 32-inch seat pitch and a generous six-inch recline.* - *Seat width varies between 17.2 inches on the Boeing 787 and up to almost 19 inches on the A380.* - *unique "fixed wing" headrest* - *Boeing 787 aircraft have much larger windows and include an innovative feature that allows the control of 'shade' at the touch of a button* - *personal 11-inch touch-screen TV*
	Economy Seat All aircrafts except A380 & B787	- *personal 10.6-inch touch-screen TV*

Lounges	**Etihad Lounges**	- *in London, Paris, Frankfurt, Dublin, Manchester, Sydney and Washington DC* - *well-appointed interiors* - *warm service* - *unparalleled five-star dining* - *Stay connected with business facilities and complimentary wireless internet*
	Etihad Arrivals Abu Dhabi Terminal 3 Abu Dhabi (Not yet open)	- *Created exclusively with comfort in mind. Arrive refreshed, replenished and energized* - *Freshen up after (your) flight* - *Take a shower* - *Steaming facilities for clothes* - *Wwet shave service 'Shave by Etihad'* - *Savoury & sweet snacks and canapés inspired by flavours from around the world / international buffet* - *Business centre* - *luggage storage facility* - *Library and TV zone*
	Etihad Premium Lounge Abu Dhabi (Now open)	• Allows guests to dine, relax, work and freshen up prior to flying • New and spacious First and Business Class lounge offers a wealth of the airline's renowned world class services and facilities: - *A den with individual TV pods* - *A business centre with printing facilities* - *A family room* - *A relaxation area* - *Shower rooms* - *Six Senses Spa* - *A library* - *Coffee stations* - *Concierge service*

Ground Services	**Etihad Chauffeur Service**	- *First Class and Business Class guests are entitled to the Etihad Chauffeur service between xxxx Airport and any location in xxxx.* - *The service must be booked online at etihad.com or through a local Etihad call centre or reservations office at least 24 hours before departure. Guests arriving at Abu Dhabi International Airport can take advantage of the Chauffeur Lounge available 24/7 with staff available at all times.* - *Etihad Chauffeur service is available at over 30 destinations worldwide*
	Etihad luxury Coach Service	- *10 return services a day between Etihad Travel Mall on Sheikh Zayed Road and Abu Dhabi International Airport* - *4 return services a day between Al Ain and Abu Dhabi International Airport*
	Six Senses Spa	
	Premium check-in	
	First Class check-in (Reception)	
	Business Class check-in	
	Etihad Travel Mall, Dubai	- *Open 24 hours a day, seven days a week, Etihad Travel Mall, located on Sheikh Zayed Road, offers all the facilities that will make your travel easier and faster. Grab a coffee at jones the grocer, exchange money or even rent a car with Hertz. Check-in from 24 hours to 4 hours before your flight. Drop your baggage and collect your boarding pass leaving your travel day completely baggage and hassle free (excludes flights to the USA).*
	The Etihad Airways Innovation Centre	- *is home to a walk-through reconstruction of the new A380 and B787 aircraft cabins, including real life mock-ups of The Residence, First Apartments and First Suites* - *The walk-through also features the Business Studios on the A380 and B787 and the Economy Smart Seat.*
	US Preclearance	- *This facility at Abu Dhabi International Airport enables guests flying Etihad Airways to preclear the U.S. Customs and Border Protection formalities before boarding their flights in Abu Dhabi. That means less queues and shorter connection times are possible for onward flights in the U.S., with luggage arriving at the final destination.* - *Experience an easier, quicker and more comfortable journey to the USA.* - *Future U.S. destinations will also benefit from the facility.* - *Preclearance is not available on Etihad Airways flight EY103 to New York.*

Onboard Services	**Flying Nanny**	- *Specially trained Flying Nanny, approved by Norland, the UK's renowned childcare college* - *Offers a helping hand in the sky* - *Look after the little ones with special kids packs and meals*
	Etihad inflight duty free	- *Boutique - Etihad's onboard shopping guide to an extensive range of products, gifts and souvenirs.*
	Prayer Areas	- *Importantly for the airline's Muslim guests, Etihad Airways has created prayer areas which can be curtained off for privacy and are equipped with a real-time electronic Qibla-finder showing the exact direction of Mecca based on the aircraft's geographical position*
	Inflight Chef (Available in First Class and on The Residence only)	- *Internationally trained chefs sourced from the world's renowned restaurants* - *Create an individual dining experience at 40,000 feet* - *From exquisite tasting menus to specific dietary requirements, from delicious handmade fluffy soufflés to low fat egg white omelets*
	Food & Beverage Manager	- *Hired from established hotels and restaurants* - *Guides you through our extensive menu options and recommends the perfect accompaniment for your meal from a boutique wine list*
	Cabin Crew	
	Captain	
	First Officer	
	Cabin Senior	- *Manager onboard all narrow-body aircrafts)*
	Cabin Manager	- *Manager onboard all wide-body aircrafts)*

For further inquiry contact:

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